



CUSTOMER SATISFACTION WITH THAI TRADITIONAL MASSAGE IN
BANGKOK

By
SACHINARA WONGSEOUNGERN

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

December 2005

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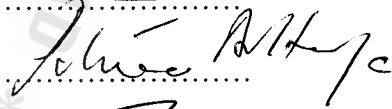
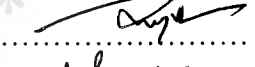

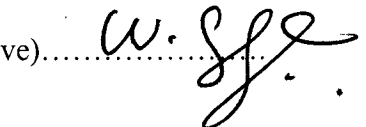
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ABSTRACT

The Thai Traditional Massage business is related to services. Nowadays, it has gained popularity and is very highly competitive. Thai Traditional Massage operators therefore need to provide a high quality of services in order to maintain customer satisfaction and to ensure their market share.

The focus of this research was to examine customer satisfaction in Bangkok with Thai Traditional Massage services by comparing between customers' expectation and perception of the quality of services received. Five dimensions of service quality were considered: tangibles, reliability, responsiveness, assurance, and empathy. Furthermore, this research also considered the demographic background of customers: age, gender, income, occupation, education, and nationality in order to highlight the profiles of respondents in Bangkok.

This research utilized the service quality gap model (SERVQUAL) questionnaire to measure the difference between customer expectations and perceptions of the Thai Traditional Massage service quality. Data was collected from 390 questionnaires distributed to customers, both Thai and Foreign, who have used Thai Traditional Massage services in Bangkok. Subsequently, the data were analyzed by using the Statistical Package for Social Science – SPSS.

Results of this research indicated that in terms of the five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, there was a significant gap between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. This implies that customers were dissatisfied with the quality of service offered by Thai Traditional Massage businesses in Bangkok. Moreover, there was a significant difference in customer satisfaction with service quality when customers were segmented by different ages and nationalities. This contrasted sharply with the data gathered from customers segmented by different genders, incomes, occupations, and education, which showed a uniformity of opinion on service quality.

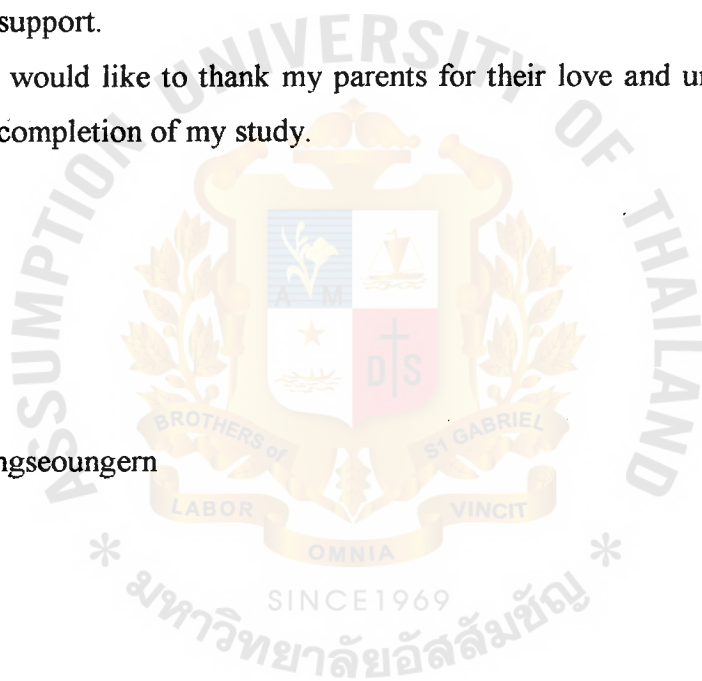
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Chapter I

Generalities of the study

1.1 Introduction of the study

1.1.1 Background of Thai Traditional Medicine

Thailand has a very long history of Thai Traditional Medicine (TTM). “TTM”, according to the traditional philosophies, means bodies of knowledge, and modes of practice to care for Thai people’s health and to cure their diseases and illnesses, which are congruous with the Thai way of life and Thai culture” (The National Institute of Thai Traditional Medicine, 1995).

The Ayutthya period witnessed the development of the principle ideas of TTM towards the accomplishment of equilibrium among four basic elements namely earth, water, wind and fire. This was followed by further progress during the reign of King Narai the Great, when TTM achieved greater prestige. His reign was marked by the collection of massage techniques linked to drug recipes, which were known as “Tamra Phra Osod Phra Narai”. TTM was revitalized in the Rattanakosin Period. Western medicines, including smallpox vaccination and quinine for curing malaria, were introduced into Thailand during the reign of King Rama III in 1835 by the American physician, Dan B Bradley. Siriraj hospital was established in the reign of King Rama V combining both Western and Thai traditional medicine. In 1907, The Royal Medical Textbook, the first Thai medical textbook, was published by Paetsart Sonkhraui Chabub Luang (PSCL). In 1929, medical practice was divided into modern medicine and traditional medicine (The National Institute of Thai Traditional Medicine, 1995). A school of traditional medicine, Wat Pho in Bangkok, was established in 1929 in association with the School of Traditional Medicine. The Traditional Medicine School now has branches in Bangkok and in some major provincial towns. TTM combines medical knowledge and practice to take care of Thai people’s health and cure their illnesses. Traditional knowledge and practices which are used for maintaining good health and natural therapy are accumulated and transferred by word of mouth, records, observation, and training from the Institute of Thai Traditional Medicine.

Thailand has experienced a global increase in the price of modern medicine as high technology and hospitalization have risen in cost. Perhaps, in consequence, there has been a concomitant global interest in TTM.

Much research has been undertaken in TTM to discover new and effective medical cures. In Table 1.1, the proportion of TTM facilities to medical facilities can be seen. The proportion of TTM and its usage in hospitals rose steadily from 1992 to 1995 and to a lesser degree in health centers from 1993 to 1995. There was a substantial growth rate both in hospitals and health centers from 1996 to 1999.

Table 1.1
The Proportion of Official TTM Facilities to Total Official Medical Facilities

Types of facilities	1992	1993	1994	1995	1996	1999
Hospitals	11/796 (1.38)	15/809 (1.85)	18/857 (2.10)	24/887 (2.71)	48/893 (5.38)	141/905 (15.58)
Health Centers	4/8178 (0.05)	4/8202 (0.05)	9/8513 (0.11)	14/8808 (0.16)	27/8842 (0.31)	184/9959 (1.85)

Sources: Chinkulkijniwat (2003). The choice of and the demand for Thai Traditional Treatment:

Note: In parentheses are percentages.

1.1.2 Thai Traditional Massage

Thai Traditional Massage is one of the arts of Thai Traditional Medicine(TTM); it is a characteristic aspect of Thai culture, which emphasizes people taking care of each other when getting sick or for assisting in relaxation and has a long and significant historical role in therapeutic treatment and relaxation.

Thai Traditional Massage is one of the elements of TTM. It combines Indian, Chinese and Southeast Asian influences, which were integrated by the Siamese into their own specialized forms of treatment. The main purpose of massage is to stimulate energy to flow more freely around body; good blood circulation, stabilize the metabolism of the muscles and enrich relaxation.

In recent years, one of the government's prime objectives has been to reduce expenditure on modern medicine imported from overseas and to encourage people to remain healthy without resorting to drugs. People are now taking better care of themselves, such as by use of physical exercise, and eating the right sort of food. The use of massage is one of methods that have received considerable attention. "Massage is a way of treating sickness, it started with body twisting and self-massaging when they were tired and weak, there are also other equipment that can be employed. Moreover, Thais love the arts of fighting such as boxing and fencing, so when some injury or accidents occurred, they learned how to cure themselves from pain which later developed into Traditional Massage until it became a theory" (The National Institute of Thai Traditional Medicine, 1995). Thai Traditional Massage is therefore a respected ancient natural way of treating sickness

Thai Traditional Massage can be divided into two types: Royal massage and the unofficial (Folk) massage. The Royal massage was developed from the Folk massage to apply exclusively for the use of the King and the Royal family. "It uses only hands and fingers to control the weight of massage directly pressed on the pain points. The basis of this practice is the concept that invisible energy lines run through the body. It consists of basic massage, arms and shoulders massage, massage to Trapezius, head massage, and massage to the rectus abdominis." (Subcharoen, (1995), and www.thaifloriade.thaigov.net visited on 08/12/2003). The Folk massage was developed from the massage used in the family to relieve pain. It uses the thumbs, palms, feet, elbows and legs as part of a healing practice.

Comparison between the Royal massage and the Folk massage:

The Royal massage	The Folk massage *
It is done in a highly respectful manner.	It is native.
It will start from dorsal and move upwards. (not start from the soles)	It will start from soles (foot) and move above.
Only the hand, thumb and fingertips are used to massage.	The whole body can be used.
The patient is massaged while sitting, lying on the back or sleeping on one side, but not when lying on his stomach.	The patient is massaged while sitting, lying on one's back, sleeping on his side and lying on his stomach.
It does not bend or crook the back and point with force. It does not use the knee, and elbow.	It can bend or crook the back and point with force and it can use the knee, elbow.
It will massage the blood vessels and nerves.	Most massages will knead and press.

* Prohibition: small pox, high fever, bone injury, tetanus, swell appendix and so on.

Source: National Institute of Thai Traditional Medicine (1999). The Folk Massage, p.8-9, and The Royal Massage, p.8. Department of Medical Service, Ministry of Public Health.

Health benefits:

- Increases flexibility and range of movement
- Stimulates blood circulation and lymph drainage
- Eliminates muscle pain and spasm
- Gains relaxation and increase energy level
- Stimulates internal organs
- Relieves headaches.

The massage is used by those who want to:

- Have a good complexion
- Have nerve relaxation
- Improve muscle efficiency
- Have a good sleep
- Balance the body's energy system
- Reduce tension such as headaches, back pain, or pain in other parts of the body

Source: National Institute of Thai Traditional Medicine (1999). The Folk Massage, p.8, and The Royal Massage, p.9. Department of Medical Service, Ministry of Public Health.

The three main objectives of Thai Traditional Massage service:

- Massage for health
- Massage for relaxation
- Massage for cure (also called "therapeutic massage")

The massage for health and relaxation are the Folk Massage. The Folk Massage will offer benefits both physical and mental. The massage for cure is the Royal Massage. It can cure headaches, back pain, muscle pain. The massage is good for patients who suffer from paralysis, and cripples because it can relieve and reduce infiltration.

According to Table 1.2, the total visits for TTM treatment service by patients per year from 27 hospitals and 40 health centers are divided into three types. In this research, the researcher concentrates only the massage. And Table 1.2 shows that the patient visits to the massage service increased continually from 1992-1996.

Table 1.2
The Number of visits for TTM Treatment in 27 Community Hospitals and 40 Health Centers

Type of TTM service	1992	1993	1994	1995	1996
Massage	876	1,388	1,237	1,764	2,008
Herbal Sauna	204	1,602	3,376	2,886	2,396
Herbal Compression	252	720	1,314	2,062	1,942
Total	1,332	3,716	5,927	6,712	6,346

Source: Chinkulkijniwat (2003). The choice of and the demand for Thai Traditional Treatment.

Nowadays, Thai Traditional Massage service is of interest to customers both in Thailand and from foreign countries, especially, the foreign tourists. Moreover, this business has expanded to foreign countries because of its popularity and effectiveness of the massage. Thai Traditional Massage is supplemented by the government and classified into travel for health category. The government section tries to develop new channels of distribution, and expand both Thai Traditional Massage and herb all together to the foreign countries in terms of franchise. The important markets are not only America, Japan, Australia, but Singapore and Europe, as well.

The National Institute of Thai Traditional Medicine, Ministry of Public Health announced on April 21 2004 that there are about 5000 spas and massage parlors in Thailand. They can be classified into two groups as follows: about 450 spas and about 4550 are massage places which in turn are subdivided into beauty of massage or beauty and Thai Traditional Massage.

According to the government's policy, the massage business of Thailand needs to be developed as Health Care centers. The Small and Medium Enterprise (SME) sector generated the standard for masseurs in the massage businesses controlled by the Ministry of Public Health. Many sections expect that in the near future, Thai Traditional Massage will generate high income from the tourists coming to Thailand from all over the world.

Thai Traditional Massage is one kind of service. Thus, the quality of service is the key to success in management. High quality of service can attract customers and lead to customer satisfaction. So, it is very important for operators of such centers that to find out customers perception of the quality in order to understand how service quality can be improved.

Furthermore, knowledge of customer's perceptions and attitudes will greatly enhance business opportunities to make better business decisions in order to assess the quality of services and customer satisfaction.

This study applied the SERVQUAL model of service quality to assess the level of perceived service quality by comparing between the expectations of service quality and the perceptions of service quality from customers along five dimensions; tangibles, reliability, responsiveness, assurance, and empathy.

1.2 Statement of the Problem

Massage is one of the methods of healthcare. The popularity and effectiveness of the massage can generate high income for the country. Moreover, the government has supported the massage industry. Therefore, Thai Traditional Massage is interesting and worth developing in the future.

The customer's perception of service quality and effective channels of marketing are crucial for high satisfaction of customers. (Most businesses are looking for the methods in order for the customers to feel satisfied, safe, and confident of the service.)

Therefore, the following question was posed in this research: "What is the relationship between perceived service quality and customer satisfaction in the Bangkok Thai Traditional Massage industry?"

1.3 Research objectives

The purpose of this thesis was to measure the customer satisfaction with Thai Traditional Massage service in Bangkok.

The objectives of this thesis are as follows:

- 1.3.1. To examine the relationship between the service quality and the customer satisfaction with Thai Traditional Massage in Bangkok.
- 1.3.2. To find out the demographic background of customers to highlight the profile of respondents in Bangkok.

1.4 Scope of the Research

This research studied customer satisfaction with Thai Traditional Massage in Bangkok. The research focused on both Thai and Foreign customers who have visited and used Thai Traditional Massage service in Bangkok. The service was selected by customers for three objectives: health, relaxation and cure, but most of customers have massage for relaxation. This research used a questionnaire to measure the customer satisfaction with the business in the service sector by using the sampling survey method. Five dimensions of service quality were considered: tangibles, reliability, responsiveness, assurance, and empathy. Furthermore, this research also considered the demographic profiles of the respondents in Bangkok: age, gender, income levels, occupation, education levels, and nationality.

1.5 Limitations of the Research

The limitations of this research were as follows:

- 1.5.1. The present research was conducted to find out the relationship between the service quality and the satisfaction of customers residing in Bangkok. Therefore, findings of this research may not be generalized to customers not residing in Bangkok.
- 1.5.2. The present research was conducted to find out the relationship between the service quality and the satisfaction of customers residing in Bangkok by selecting specific variables after reviewing relevant literature. Therefore, findings of this research may not be generalized for variables not included in the framework of the proposed research.
- 1.5.3. The present research was conducted to find out the relationship between the service quality and the satisfaction of customers residing in Bangkok in a specific timeframe. Therefore, findings of this research may not be generalized for all timeframes.

1.6 Significance of the study

The finding of this study will enable the owners (or entrepreneurs) and masseurs to understand the customer's demand and the level of customer satisfaction with Thai Traditional Massage in Bangkok in order to improve and adapt their service. It will lead to increasing income and offer a clearer direction to massage operators in order

to gain competitive advantages. It can support the tourism effort initiated by the TAT to attract more tourists to Thailand.

Moreover, those interested in Thai Traditional Massage will be able to understand the history and development of Thai Traditional Massage including its benefits.

1.7 Definition of Terms

Age: is the period of time that someone has been alive (Cambridge International Dictionary of English, 1995)

Assurance: is knowledge and courtesy of employees and their ability to convey trust and confidence (Parasuraman, 1990)

Customer's satisfaction: is a difference between expectation service quality and perceived performance service quality. If perceived performance exceeds or equal expectations, it leads to customer satisfaction. If perceived performance is less than expectations, it leads to customer dissatisfaction. (Kotler, 2000)

Education: is to teach (someone), using the formal system of school, college or university, or to give knowledge or understanding of a particular subject to (someone) (Cambridge International Dictionary of English, 1995)

Empathy: is caring, individualized attention the firm provides its customers (Parasuraman, 1990)

Folk Massage: refers to massage applied within the family or general public. It is another type of Thai Traditional Massage. It uses hands, elbows, knees, forehands and the edge of feet (Subcharoen, 1995, and www.thaifloriade.thaigov.net visited on 08/12/2003).

Gender: is a physical type of being. It can be classified into male and female (Cambridge International Dictionary of English, 1995)

Income: is money that is received from doing work or investments (Cambridge International Dictionary of English, 1995)

Nationality: is the status of any person as living in or belonging to the country in which they were born (Cambridge International Dictionary of English, 1995)

Occupation: is a regular activity that serves as one's regular source of livelihood (Cambridge International Dictionary of English, 1995)

Reliability: is the ability to perform the promised service dependably and accurately (Parasuraman, 1990)

Responsiveness: is the willingness to help customers and provide prompt service (Parasuraman, 1990)

Tangible: is the appearance of physical facilities, equipment, personnel, and communication materials (Parasuraman, 1990)

TTM: means the traditional philosophies, bodies of knowledge, and modes of practice to care for Thai people's health and to cure their diseases and illnesses, which are congruous with the Thai way of life and Thai culture (Subcharoen, 1995)

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Chapter II**Literature Review**

This chapter illustrates the definition of the various variables influencing the customer's satisfaction including the theories and models. They lead to development of the conceptual framework. This section will briefly review previous studies relevant to this thesis. There are four topics in this chapter as follows:

2.1. Service Quality**2.2. Customer Satisfaction****2.3. Demographic Characteristic****2.4. Previous research****2.1 Service Quality**

Sirikit (2003) presents the linkage between service quality and customer's behavior intention. His study suggests a different dimensional substructure of service quality for customer's behavioral intention construct. Service providers need to understand what customers want to lead the customer's perception of service quality. At the same time, high quality of service is closely linked to customer satisfaction. As for positive perception of service quality, the customer's intend to repurchase and compliment services; meanwhile for negative perception of service quality, the customers intend to avoid the service and/or complain about the service including switching providers. Service quality dimensions have higher importance in explaining consumer's intention and are composed of tangibility, reliability, responsiveness, assurance, and empathy.

Roth and Jackson (1995) concentrated on the operations capabilities- service quality- market performance (C-SQ-P) triad. Organizational knowledge and marketing conduct moderate the capability of service quality. They argued that service quality should link between generic operations capabilities and market conduct. In contrasting results, "finding conflicts with traditional practice such as in business process reengineering". This study found that "technological leadership and marketing action influence service quality through people capabilities", and the firm utilized individual knowledge in order to improve service quality.

Kotler (2000) defined quality as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. Total quality is the key to value creation and customer satisfaction. Taylor and Baker (1994) suggested that “satisfaction appears to moderate the relationship between service quality and purchase intention in a relatively generalizable fashion in models of the formation of consumers’ purchase intentions”. High levels of perceived service quality and high levels of satisfaction lead to high levels of purchase intention.

Parasuraman, Berry, and Zeithaml (1991; 1990) argued that “the key to providing superior service is understanding and responding to customer expectations”. Customers will determine the service of the firm from comparing between the perceptions and the expectations. Customers want companies to provide good service at reasonable prices. If companies don’t provide service commensurate with price, customers will gain dissatisfaction and mistrust. Service quality is a powerful competitive weapon that requires continuous striving for service superiority. It means that the accomplishment is consistently above the adequate service level (the customers finds acceptable) and capitalizing on opportunities for exceeding the desired service level (the service that customers hope to receive). Therefore, service quality, as perceived by customers, can be defined as the extent of discrepancy between customers’ expectations and their perceptions.

Gronroos (1990) identified the six criteria of good perceived service quality and four basic characteristics of most services as follows:

The four basic characteristics of most services are

1. Services are more or less intangible.
2. Services are activities or a series of activities rather than things.
3. Services are at least to some extent produced and consumed simultaneously.
4. The customer participates in the production process at least to some extent.

Table 2.1 shows the differences between services and physical goods.

Table 2.1: Differences between services and physical goods

Physical Goods	Services
Tangible	Intangible
Homogeneous	Heterogeneous
Production and distribution separated from consumption	Production and distribution and consumption simultaneous process
A thing	An activity or process
Core value produced in factory	Core value produced in buyer-seller interactions
Customer do not (normally) participate in the production process	Customer participate in production
Can be kept in stock	Cannot be kept in stock
Transfer of ownership	No transfer of ownership

The six criteria of good perceived service quality are

1. Professionalism and Skills

The customers realize that the service provider, its employees, operational systems, and physical resources have the knowledge and skills required to solve their problems in a professional way (outcome-related criteria).

2. Attitudes and Behavior

The customers feel that the service employees (contact persons) are concerned about them and interested in solving their problems in a friendly and spontaneous way (process-related criteria).

3. Accessibility and Flexibility

The customers feel that the service provider, its location, operating hours, employees, and operational systems are designed and operate. So, it is easy to get access to the service and they are prepared to adjust to the demands and wishes of the customer in a flexible way (process-related criteria).

4. Reliability and Trustworthiness

The customers know that whatever takes place or has been agreed upon, they can rely on the service provider, its employees and systems, to keep promises and perform with the best interest of the customers at heart (process-related criteria).

5. Recovery

The customers realize that whenever something goes wrong or something unpredictable unexpectedly happens the service provider will immediately and actively take action to keep them in control of the situation and find a new, acceptable solution (process-related criteria).

6. Reputation and Credibility

The customers believe that the operations of the service provider can be trusted and gives adequate value for money, and that it stands for good performance and values which can be shared by customers and the service provider (image-related criteria).

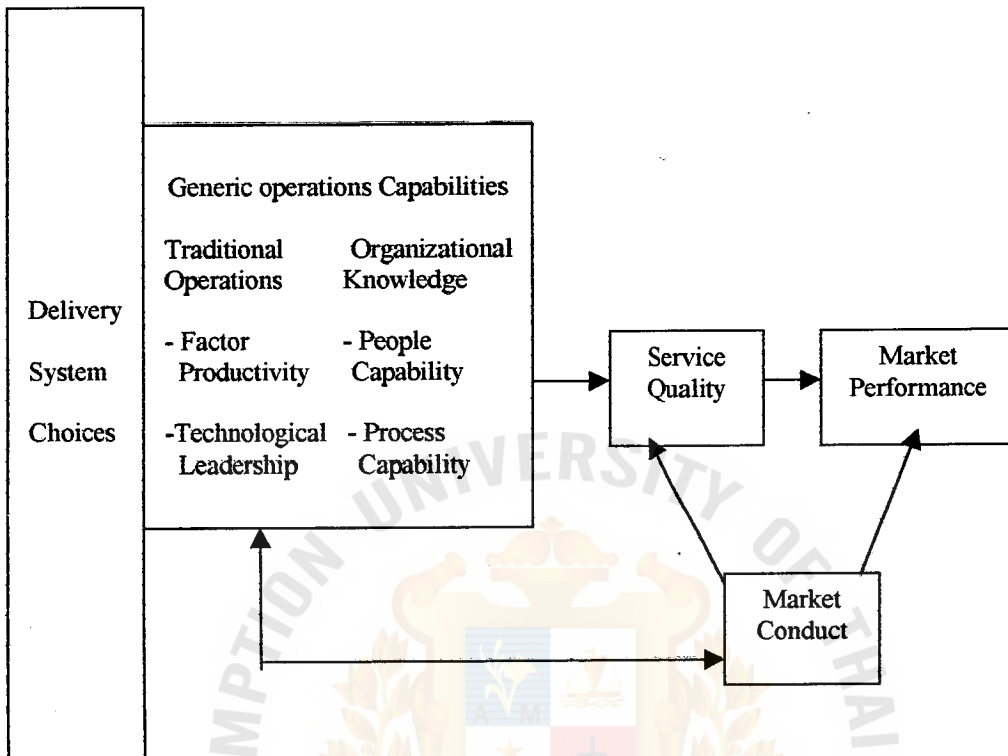
Reidenbach and Sandifer-Smallwood (1990); Woodside, Frey, and Daly (1989); Cronin and Taylor (1992), Reichheld and Sasser, (1990) stated the relationship between service quality, customer satisfaction, and customer loyalty as follows: “high quality of products and service has to meet customer needs that will create high levels of customer satisfaction”. The high level of customer satisfaction lead to high customer loyalty.

Theories related to Service Quality

Competitive advantage comes from superior service quality and market performance. They will be determined by resource investments over time in two types of generic operations capabilities as shown in Figure 2.1 (Roth and Jackson, 1995). The first type is the traditional operations principle of factor productivity and technological leadership. Second, they are accompanied by the knowledge-based principle of people capabilities and process capabilities. The market conduct is used for determining how the firm may achieve higher levels of service quality and high market performance from resource investments.

Figure 2.1

The Capability-Service-Quality-Performance (C-SQ-P) Triad

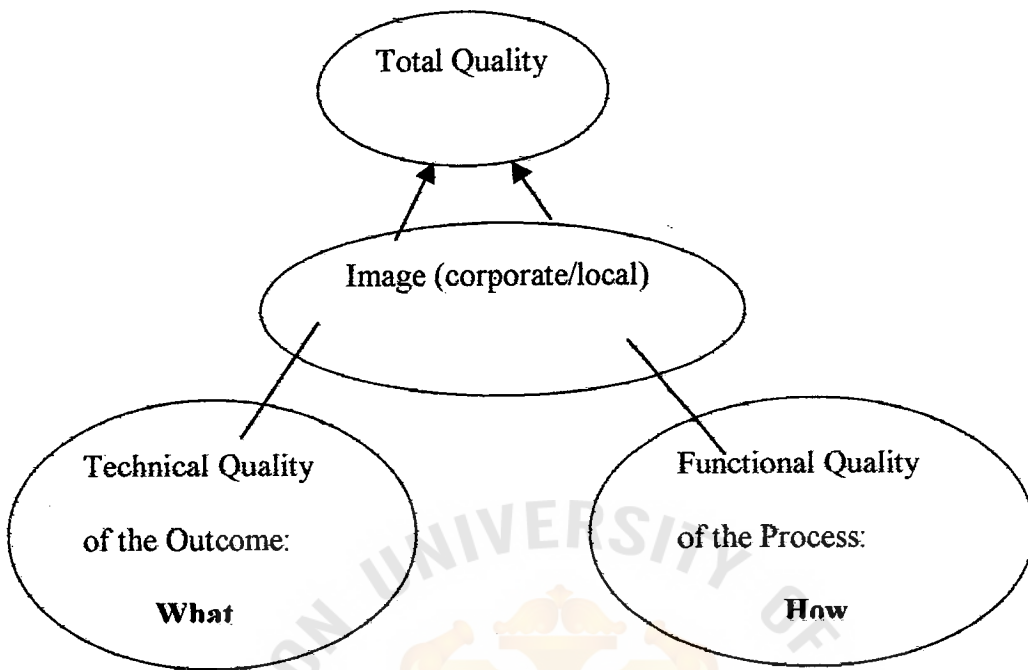


Source: Roth and Jackson (1995). "Strategic Determinants of Service Quality and Performance: Evidence from the Banking Industry". *Management Science*, Vol:41, No:11, p.1721.

Buzzell and Gale (1987) mentioned that quality is whatever the customers say it is and the quality of a particular product or service is whatever the customer perceives it to be. Gronroos (1990) discussed the two basic quality dimensions as shown in Figure 2.2

1. **What** the customer receives, namely, the technical result or outcome of the process (technical quality) and
2. **How** the customer receives it, namely, the functional dimension of the process (functional quality)

Figure 2.2. Two Service Quality Dimensions



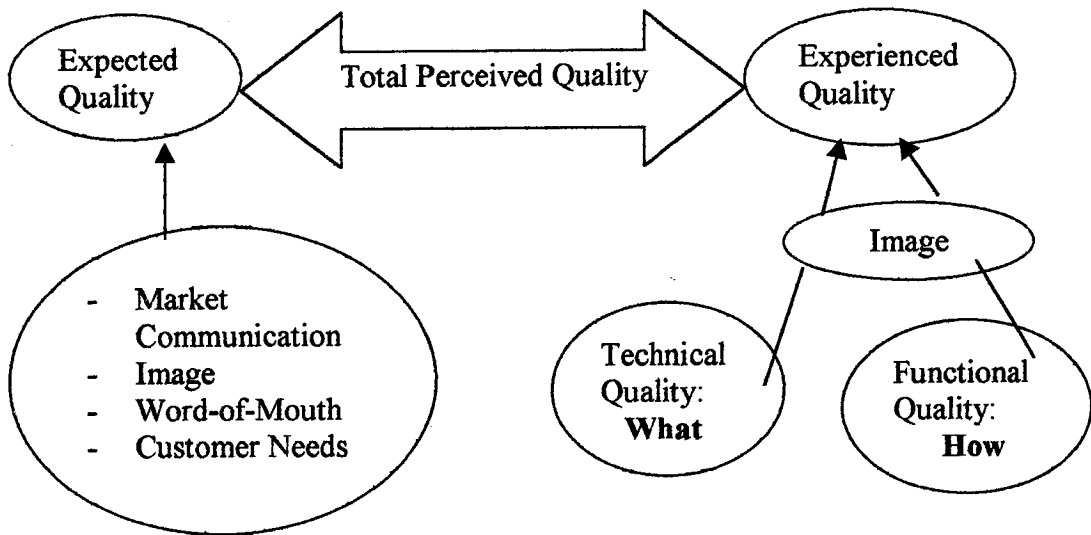
Source: Gronroos (1990). "Service Management and Marketing: Managing the Moments of Truth in Service Competition" Lexington, p.38.

In most services, image is very important because it can affect the perception of quality. If the provider is good in the minds of the customers, it has a favorable image. If mistakes occur often, the image will be damaged.

Figure 2.3 illustrates total perceived quality. Good perceived quality is the experienced quality meets the expectations of the customer (the expected quality). There are four factors, which can influence the expected quality:

1. Market Communication including advertising, direct mail, public relations, and sales campaigns.
 2. Image
 3. Word-of-Mouth
 4. Customer Needs
- } They are a function of the previous performance of the firm, supported by, for example, advertising.

Figure 2.3 The Total Perceived Quality

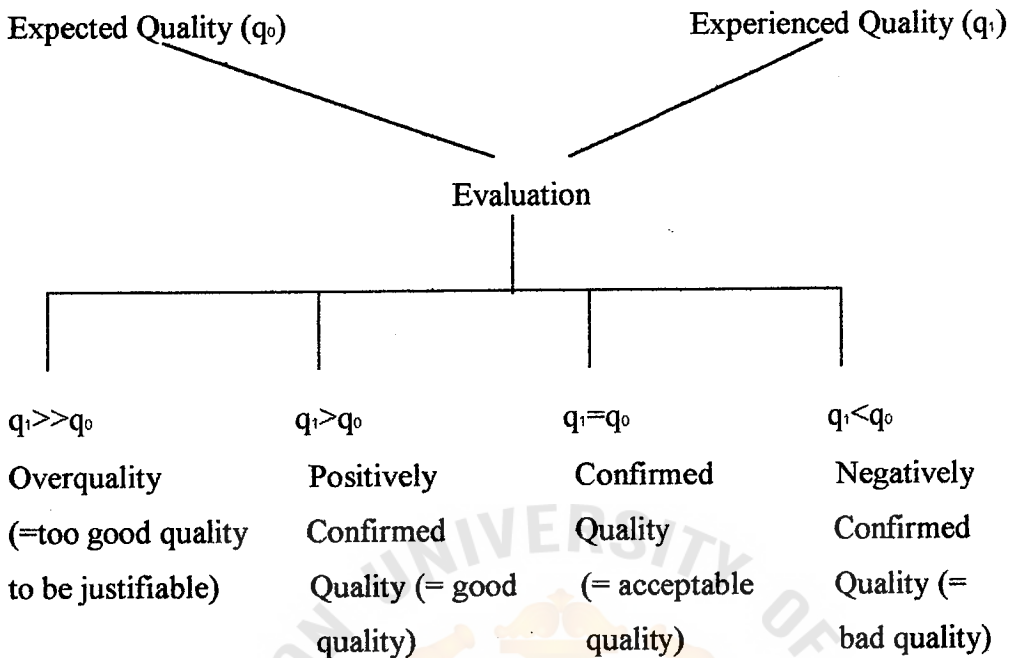


Source: Gronroos (1988): Service Quality: The Six Criteria of Good Service Quality. Review of Business (New York: St.John's University Press), p.12

The level of total perceived quality is not determined by the level of the technical and functional quality dimensions only, but rather by the gap between the expected and experienced quality. (Gronroos 1983a and 1984)

Moreover, Gronroos (1990) explained four possible outcome of the evaluation process: underquality, confirmed quality, positively confirmed quality, and overquality in Figure 2.4

Figure 2.4 The Quality Evaluation Options



Source: Gronroos (1990) "Service Management and Marketing: Managing the Moments of Truth in Service Competition." Lexington, Mass: Lexington Book, p.56

Good quality requires that experiences are equal or higher than expectations. Acceptable quality is always required. Positively confirmed quality may really make customers interested in continuing the relationship with the service provider. Moreover, it creates good word-of-mouth effects.

Parasuraman, Zeithaml, and Berry (1985) mentioned that customers use ten dimensions to evaluate the quality of service as follows:

- Reliability** involves consistency of performance and dependability:
 - the firm performs the service right the first time
 - accuracy in billing
 - keeping records correctly
 - performing the service at the designated time
- Responsiveness** concerns the willingness or readiness of employees to provide service:

- timeliness of service
 - mailing transaction slips immediately
 - calling the customer back quickly
 - giving prompt service
3. **Competence** means possession of the required skills and knowledge:
- knowledge and skills of the contact employees
 - knowledge and skills of operational support personnel
 - research capability of the organization
4. **Access** involves approachability and ease of contact:
- the service is easily accessible by telephone
 - waiting time to receive service is not extensive
 - convenient hours of operation
 - convenient location of service facility
5. **Courtesy** involves politeness, respect, consideration, and friendliness of contact personnel:
- consideration for the customer's property
 - clean and neat appearance of public contact personnel
6. **Communication** means keeping customers informed in language they can understand and listening to them:
- explaining the service itself
 - explaining how much the service will cost
 - explaining the trade-offs between service and cost
 - assuring the consumers that a problem will be handled
7. **Credibility** involves trustworthiness, believability, honesty, and having the customer's best interests at heart:
- company name
 - company reputation
 - personal characteristics of the contact personnel
 - the degree of hard sell involved in interactions
8. **Security** is the freedom from danger, risk, or doubt:
- physical safety
 - financial security
 - confidentiality

9. **Understanding/knowing the customer** involves making the effort to understand the customer's needs:

- learning the customer's specific requirements
- providing individualized attention
- recognizing the regular customer

10. **Tangibles** include physical evidence of the service:

- physical facilities
- appearance of personnel
- tools or equipment used to provide the service
- physical representations of the service (cards, etc.)
- other customers in the service facility

They developed SERVQUAL (1988) for measuring customer perceptions of service quality, which gathered the ten dimensions into five dimensions as shown in Figure 2.5 and 2.6. Figure 2.5 shows the correspondence between SERVQUAL dimensions and the original ten dimensions for evaluating service quality.

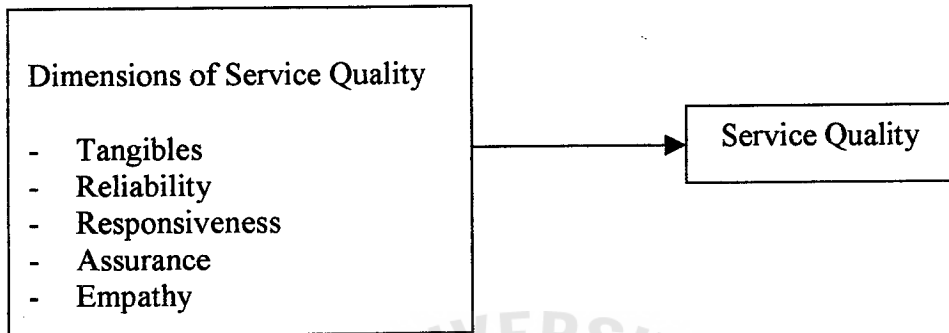
Figure 2.5
Correspondence between SERVQUAL Dimensions and
Original Ten Dimensions for Evaluating Service Quality

SERVQUAL Dimensions					
Original Ten Dimensions for Evaluating Service Quality	Tangibles	Reliability	Responsiveness	Assurance	Empathy
Tangibles					
Reliability					
Responsiveness					
Competence					
Courtesy					
Credibility					
Security					
Access					
Communication					
Understanding					
The Customer					

Source: Parasuraman, Zeithaml, and Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.25.

Figure 2.6 shows five dimensions to assess customer perceptions of service quality.

Figure 2.6
/ Dimensions of service Quality



Source: Parasuraman, Zeithaml, and Berry (1988) "SERVQUAL: A Multiple Item Scale for Measuring Customer Perceptions of Service Quality." *Journal of Retailing*, 64 (Spring).

Five dimensions of Service Quality are as follows:

- Tangibles

It is the appearance of physical facilities, equipment, personnel, and communication materials.

Thai Traditional Massage rotations should have clean equipment such as bath towels, mattresses, and pillows. Staff cleanliness and neatness of dress inspire confidence in customers. Service rooms should be clean, and quiet, and have an appropriate temperature.

- Reliability

It is the ability to perform the promised service dependably and accurately. It is the most important dimension of perception of service quality from customers.

Thai Traditional Massage providers should ensure consistent high quality service to retain customer confidence.

- Responsiveness

It is the willingness to help customers and provide prompt service. It is the willingness of the employee to answer the question and resolve the problem immediately to customers.

Thai Traditional Massage employees should display sincerity and willingness to help and respond promptly to customer needs.

- **Assurance**

It is the knowledge and courtesy of employees and their ability to convey trust and confidence. Customers feel safe and confident when they use the service provided.

Masseurs should be skilled practitioners with deep knowledge of massage techniques since pressure is placed on nerves and other parts of the body. Masseurs lacking expertise may inflict body injuries to customers.

- **Empathy**

It is the caring, individualized attention the firm provides its customers. It involves understanding the customer's problems and performance in their best interests.

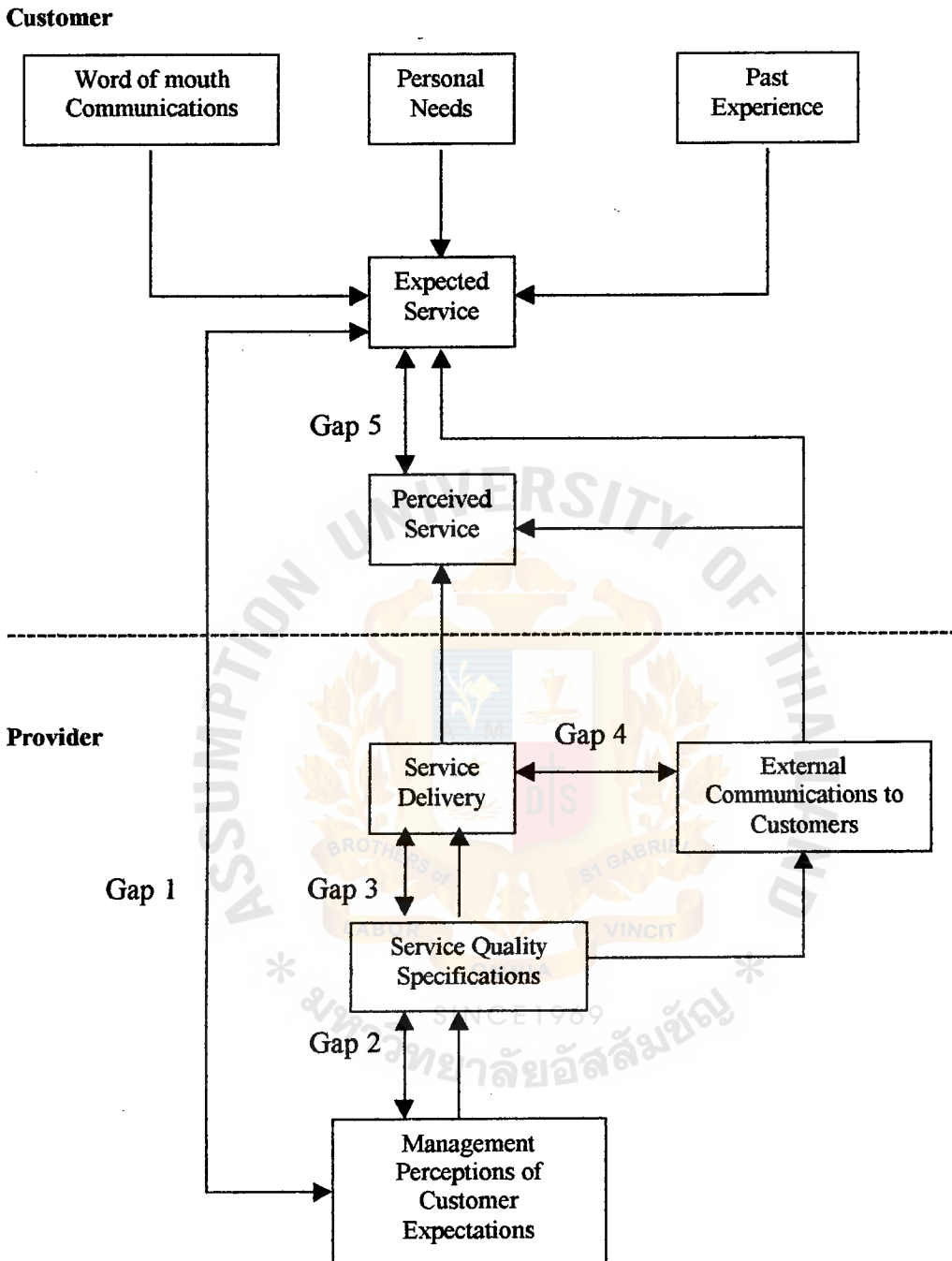
Thai Traditional Massage providers should be fully aware of customers' requirements and place emphasis on individual attention.

Parasuraman, Zeithaml, and Berry (1990) defined the Five Gaps of Service Quality between the customer and provider in order to understand and improve the quality of service. The Five Gaps discussed the service quality shortfall perceived by customers as Gap 5 and the shortfalls within the service provider's organization as Gap 1 through 4.

Figure 2.7 shows the conceptual model of the five-gap analysis model, which is the relationship of service quality between the provider and customer perception of that service. The five-gap model is utilized in order to analyze sources of quality problems and to help managers understand how the quality of service can be improved. Gap 5 is the major gap to measure customer satisfaction (Expected Service-Perceived Service).

The Service place should close Gap 5 by closing Gap 1 through Gap 4 from the service provider gaps in order to increase customers' satisfaction and to improve the quality of service.

Figure 2.7
Conceptual Model of Service Quality



Source: Parasuraman, Zeithaml, and Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.46.

Gap 1: The Management Perception Gap (Customers' Expectations - Management Perceptions Gap)

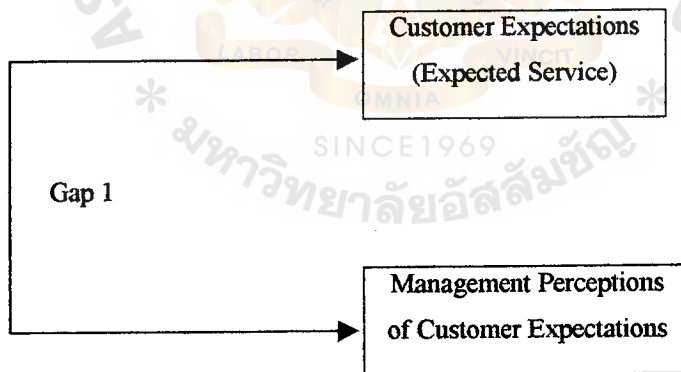
This gap means that management perceives the quality expectations inaccurately. This gap is, among other things, due to:

- Inaccurate information from market research and demand analyses
- Inaccurately interpreted information about expectations
- Nonexistent demand analysis
- Bad or nonexistent upward information from the firm's interface with its customers to management
- Too many organizational layers which stop or change the facts or information that may flow upward from those involved in customer contacts.

It is necessary for management to understand and obtain the accurate information of what customers expect in service in order to improve the quality of service.

Figure 2.8

Gap 1: Between Customers' Expectations and Management's Perceptions of those Expectations



Source: Parasuraman, Zeithaml, and Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.39.

Gap 2: The Quality Specification Gap (Management's Perceptions – Service Quality Specifications Gap)

This gap means that service quality specifications are not consistent with management perceptions of quality expectations. This gap is a result of:

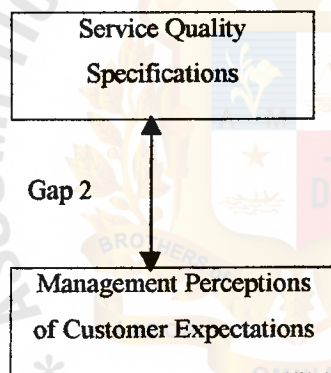
- Planning mistakes or insufficient planning procedures
- Bad management of planning
- Lack of clear goal setting in the organization
- Insufficient support for planning for service quality from top management

This gap marks the distance between management perceptions of service performance standards to match customers' expectations and actual customer expectation, which regards the service as poor.

Therefore, specifications should be agreed upon by the planners and top management in order to clear goal setting in the organization.

Figure 2.9

Gap 2: Between Management's Perceptions of Customers' Expectations and Service Quality Specifications



Source: Parasuraman, Zeithaml, and Berry, (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.41.

Gap 3: The Service Delivery Gap (Service Quality Specifications – Service Delivery Gap)

This gap means that quality specifications are not met by the performance in the service production and delivery process. This gap is due to:

- Too complicated and/or rigid specifications
- The employees do not agree with the specifications, as, for instance, good service quality seems to require a different behavior
- The specifications are not in line with the existing corporate culture
- Bad management of service operations

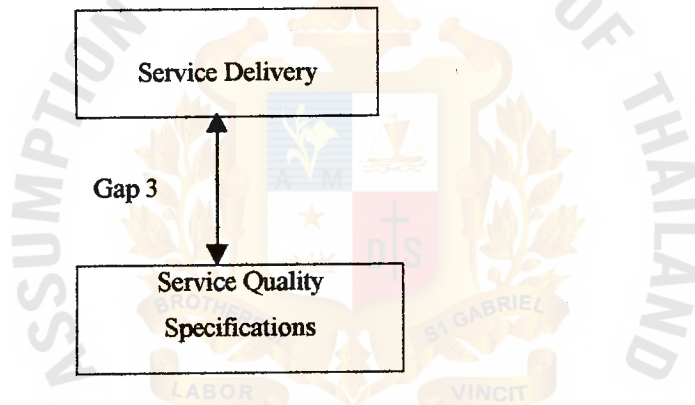
- Lacking or insufficient internal marketing
- Technology and systems do not facilitate performance according to specifications

This gap is the one that exists when the contact personnel are unable to meet performance standards of service achievement because of insufficient and inappropriate resources (people, systems, and technology).

Therefore, provision of good service performance standards must not only satisfy customer expectations, but the service delivery performance should also be good and appropriate.

Figure 2.10

Gap 3: Between Service Quality Specifications and Service Delivery



Source: Parasuraman, Zeithaml, and Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.42.

Gap 4: The Market Communication Gap (Service Delivery – External Communications Gap)

This gap means that promises given by market communication activities are not consistent with the service delivered. This gap is due to:

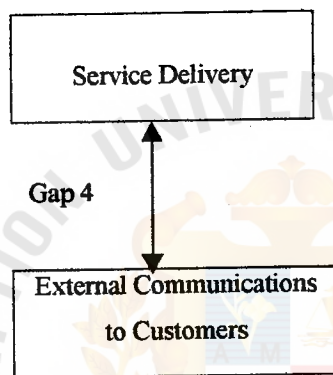
- Market communication planning is not integrated with service operations
- Lacking or insufficient coordination between traditional marketing and operations
- The organization fails to perform according to specifications, whereas market communication campaigns follow these specifications
- An inherent propensity to exaggerate and, thus, promise too much

This gap occurs when employees do not understand the actual service delivery well. This might create overpromise in all advertising and market communication.

Therefore, the service place should assure good coordination between service delivery and external market communications to customers and also have better planning procedures that affects customers' assessment of service quality.

Figure 2.11

**Gap 4: Between Service Delivery and External Communications
to Customers about Service Delivery**



Source: Parasuraman, Zeithaml, and Berry (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: The Free Press, p.44.

Gap 5: The Perceived Service Quality Gap (Expected Service – Perceived Service Gap)

This gap means that the perceived or experienced service is not consistent with the expected service. This gap results in:

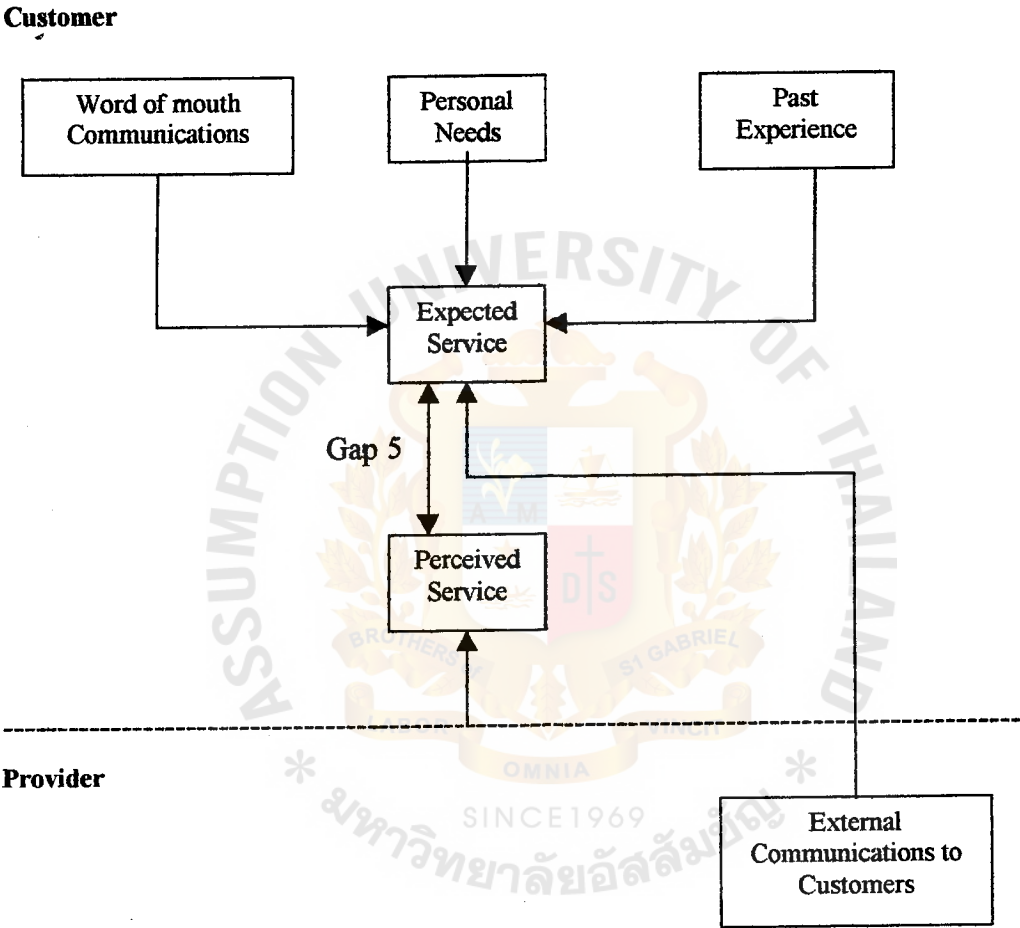
- Negatively confirmed quality (bad quality) and a quality problem
- Bad word-of-mouth
- Negative impact on corporate or local image
- Lost business

This gap is between expected service quality and the quality of service that is actually perceived by customers. The four factors that influence the expectation of service quality by customers are: word-of-mouth communications, personal needs, past experience, and external communications from the service provider.

The fifth gap is the most important. If it is positive, it leads not only either to a positively confirmed quality or overquality, but also to increase of satisfaction and a positive quality evaluation.

Figure 2.12

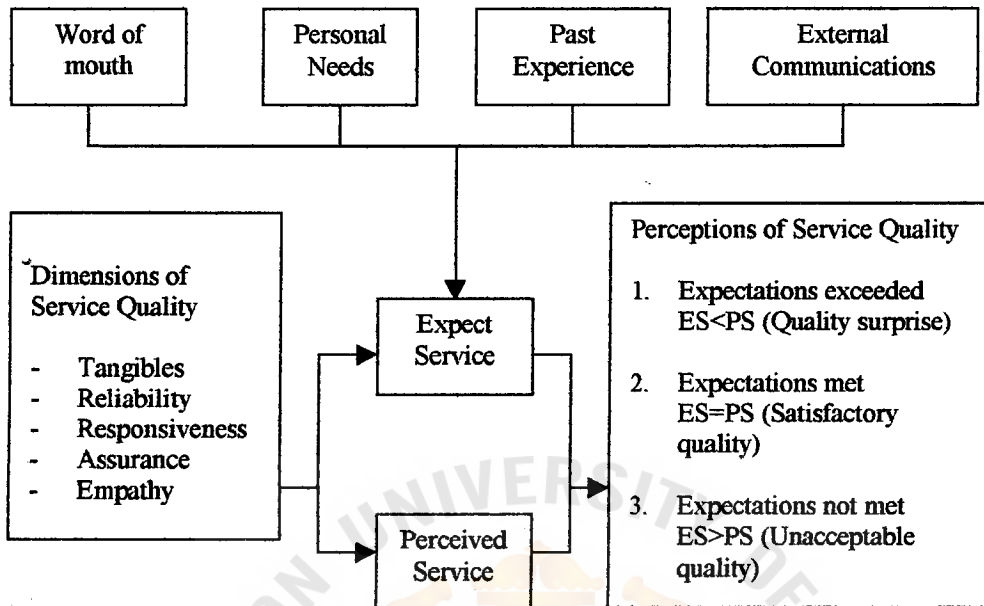
Gap 5: Between Customers' Expectations and Perceived Service



Source: Parasuraman, Zeithaml, and Berry (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press, p.37.

Figure 2.13

✓ **Customer Assessment of Service Quality**



Source: Parasuraman, Zeithaml, and Berry (1985): "A Conceptual Model of Service Quality and its Implications for Future Research" Journal of Marketing, Vol.49, Fall 1985, p.48

✓ **Factors influencing Expectations**

Four factors influencing expectations of service quality are:

1. Word-of-mouth communications, what customers hear from other customers. For instance, in automobile repair, when customers choose the repair firm because of the recommendations of their friends, they expect to receive the high quality of service.
2. Personal needs of customers. It depends on their individual characteristics and circumstances.
3. The extent of past experience with using a service. For instance, when customers had more experience with using service in the past, it would influence customer's expectation levels.
4. External communications from service providers. They include a variety of direct and indirect messages to customers.

Price is one of the key factors that influence customer's expectations. It means that price influences their choice of a certain full-service versus a discount broker (Parasuraman, Zeithaml, and Berry, 1990)

2.2 Customer Satisfaction

Solomon (2002) defined customer satisfaction as the overall feeling or attitude toward the product after purchase. The factors which influence the perceptions of product are quality, price, brand name, and product performance. Satisfaction is determined by the degree of function between the product performance and the consumer's prior expectation.

Kotler (2000) defined satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty and retention.

The key to customer retention is customer satisfaction. A highly satisfied customer:

- Stays loyal longer
- Buys more as the company introduces new products and upgrades existing products
- Talks favorably about the company and its products
- Pays less attention to competing brands and advertising and is less sensitive to price
- Offers product or service ideas to the company
- Costs less to serve than new customers because transactions are routinized.

Luizzi (2000) mentioned Total Quality Management (TQM), which is an organization-wide approach to continuously improving the quality of all the organization's processes, products, and services.

Solomon, Bamossy, and Askegaard (1999) defined that consumer satisfaction/dissatisfaction (CS/D) is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Many factors influence perceptions of product quality, including price, brand name and product performance. Satisfaction is often determined by the degree to which a product's performance is consistent with the consumer's prior expectations of how well it will function. While, dissatisfaction is a person who is not happy with a product or service. Customer has one or more different courses of action to take:

- **Voice response:** The consumer can appeal directly to retailer for redress (e.g. a refund)
- **Private response:** Express dissatisfaction about the store or product to friends and/or boycott the store. Negative word of mouth (WOM) can be very damaging to a store's reputation.
- **Third-party response:** The consumer can take legal action against the merchant, register a complaint with Ombudsman, or perhaps write a letter to the newspaper.

Anderson, Fornell, and Lehmann (1994) found that product quality affects customer satisfaction, which in turn results in increased profitability among firms who provide quality products. While, Bailom, Hinterhuber, Matzler & Saverwein (1996) mentioned that positive surprises can lead to a very great feeling of satisfaction, since the product quality was even better than expected.

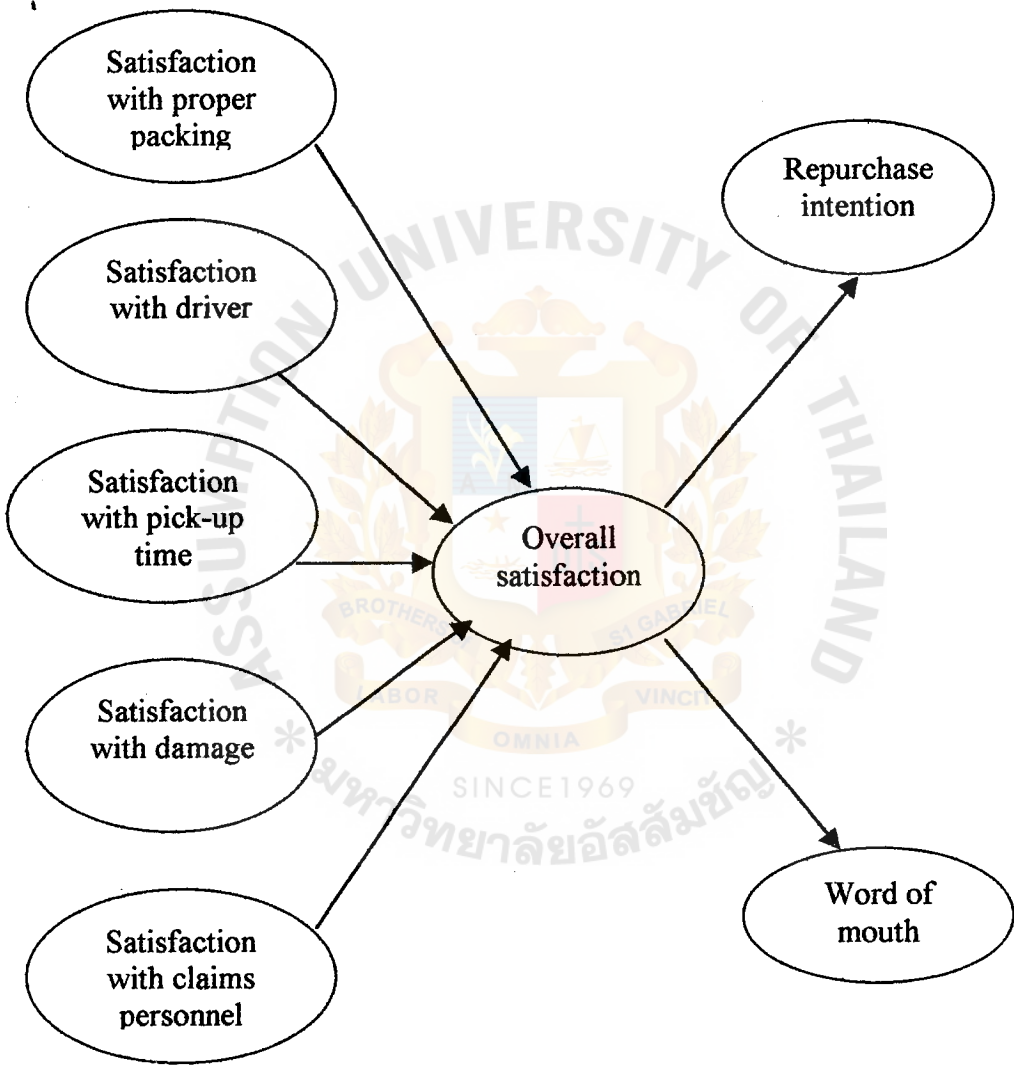
Spreng (1995) defined overall satisfaction as customer satisfaction with specific attributes resulting in a moving experience. It leads to repeating purchase and word-of-mouth intentions. The five dimensions expected to influence repeat purchase and word-of-mouth intentions are indicated in Figure 2.14

Andreasen and Best (1977) presented that customers who have experienced problems with services that they purchased are dissatisfied until the problems are resolved and they become satisfied.

> Oliver (1977) suggested that customers would be satisfied when the customer's expectations and their perceptions of performance exceed those expectations as shown in Figure 2.15

× **Figure 2.14**

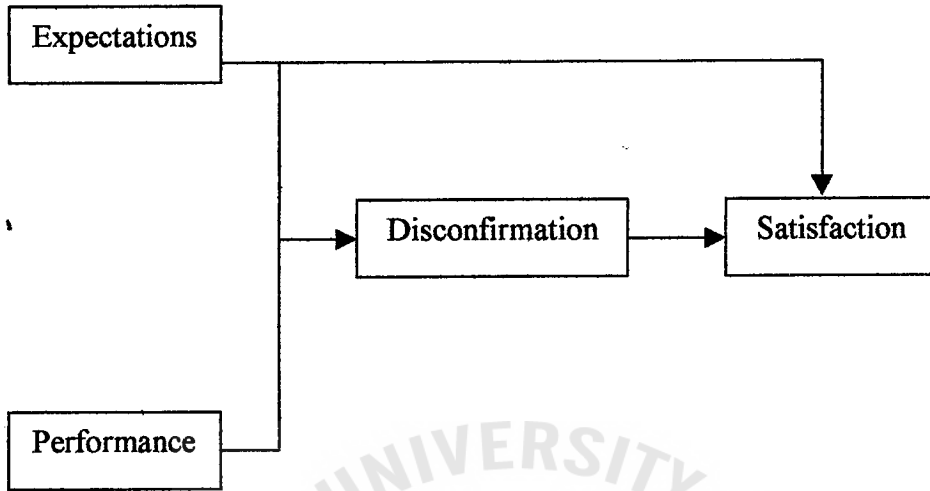
Service recovery model – service attributes, satisfaction, and behavioral intentions



Source: Spreng, Harrell, and Mackoy (1995) “Service Recovery: impact on satisfaction and intentions”. *Journal of Service Marketing*, Vol:9, No:1, p.18.

✓ **Figure 2.15**

Expectancy-disconfirmation model of consumer satisfaction



Source: Oliver (1977) “Effect of Expectation and Disconfirmation on Postexposure Product Evaluation: an Alternative Interpretation”. *Journal of Applied Psychology*, 62, August.

✓ **2.3 Demographic Characteristics**

Demographics are statistics that measure observable aspects of a population, such as birthrate, age distribution, and income (Solomon, 2004).

Kotler (2000) defined the demographic variables as being used for distinguishing customer groups because they are easier to measure. Moreover, they are combined with the consumer wants, preferences, and usage rates of customers. Demographic segmentation is divided into groups on the basis of variables such as ages, family sizes, family life cycles, genders, incomes, occupations, education, religions, races, generations, nationalities, social classes. Demographic variables are the most popular bases for distinguishing customer groups. Its characteristics are able to estimate the size of the target market and the media in order to reach it efficiently. In addition, Allmon, Page, and Roberts (2000) concluded that the variables of demographic such as ages, religions, and countries have some influence on peoples' behavior.

Demographic characteristics, such as age, sex, marital status, income, occupation, and education, are most often used as the basis for market segmentation (Schiffman & Kanuk, 2000).

Gilbert & Warren (1995) supported the relationship between demographic and psychographic characteristics. The demographic profiles are used as a representative for psychographics known to be related to purchase behavior. The image of customers may be known from the characteristics of product or service. Moreover, marketers need information on corresponding demographic categories.

Wells (1975) defined psychographics as “quantitative research intended to place customers on psychological-as distinguished from demographic-dimensions”. In addition, in 1985, he confirmed the congruence of psychographics and demographics that marketers had to concentrate on as well as media usage and shopping behaviors.

Lunn (1966) mentioned that people are not all equally likely to buy products. Demographic characteristic variables such as ages, social classes, regions, household sizes are different in people circumstances and needs, which are reflected in their buying behavior.

Age

Solomon (2004) stated that consumers of different age groups obviously have very different needs and wants. Although people who belong to the same age group differ in many other ways, they do tend to share a set of values and common culture experiences that they carry throughout life. In addition, people buy different goods and services over a lifetime. Consumer wants and abilities change with age (Kotler, 2003).

Schiffman & Kanuk (2000) defined that product needs and interest often vary with consumers' age. Such age-motivational differences, marketers have found age to be a particularly useful demographic variable for market segmentation.

Gender

Solomon (2004) mentioned that differentiating by gender starts at a very early age. Men and women tend to have different attitudinal and behavioral orientations, based partly on genetic makeup and partly on socialization practices (Kotler, 2003). While, Schiffman & Kanuk (2000) defined gender is quite frequently a distinguishing segmentation variable.

Income

Solomon (2004) mentioned that discretionary income is the money available to a household over and above that required for a comfortable standard of living. Change of the population ages and income levels causes them to more largely spend on shelter and transportation than on food and apparel.

Schiffman & Kanuk (2000) argued that income is an important variable for distinguishing between market segments. It is a strong indicator of the ability (or inability) to pay for a product or service. It is often combined with other demographic variables to more accurately define target markets.

Occupation

The increase in the number of working people is the cause of the rapid growth of middle-income and upper-income families (Solomon, 2002). Occupation is a widely

accepted and probably the best documented measure of social class, because it reflects occupational status.

Education

Kotler, 2000 found that the high number of people who are educated causes the high demand for quality books.

Nationality

Nationality is the status of belonging to a particular nation by origin birth.

Therefore, difference in customers demographic characteristics including age, gender, income level, occupation, education level, and nationality can be useful to distinguish the profile of customer groups who use Thai Traditional Massage service in Bangkok.



✓ 2.4 The Previous Research

Chinkulkijniwat (2003) studied “ The choice of and the demand for Thai Traditional Treatment: a case study of Soongnern community hospital in Nakhonratchasima Province”. There were two objectives for this study. The first objective was to identify TTM knowledge factors that influence the choice of and the demand for Thai Traditional Treatment. The second objective was to investigate the impacts of the significant factors on patient’s probability of choosing Thai Traditional Treatment.

The results indicated that there were seven independent factors influencing the patient’s probability of choosing Thai Traditional Medicine (TTM) visit. First was age, older patients had higher probability of a TTM visit than younger patients. Second was illness, “mild illness tends to have TTM visit more than severe illness”. Third was type of disease, “patients with gastro-intestinal disease had higher probability TTM visit than with muscular-skeleton problem”. Fourth was experience, the probability of TTM visit was increased by the previous TTM experience. Fifth was Physician’s inducement, the probability of TTM visit highly depended on physician’s suggestion. Sixth, lack of quality of care affected positive TTM visit. Last was level of TTM knowledge, the higher the knowledge, the more the TTM visit. From the result above, there were only six independent factors that affected the patient choice and demand for TTM, except for the disease variable.

Rojanavijitkul and Suchaythanawanich (1997) studied “ Thai Massage Treatment and Analgesic Drugs using Behavior”. This study compared between the use of analgesic drugs behavior before and after the treatment of the Thai Massage in Sukhothai Province. The in-depth interview by questionnaires and the level of the musculo-skeletal pain before and after the Thai Massage Treatment by using pair t-test were conducted.

The result was that “after treatment of the Thai Massage, the consumers never used any analgesic drugs and the pain related with the musculo-skeletal decreased significantly. From this study, it showed that the Thai Massage Treatment was be able to reduce the using of analgesic drugs behavior and alleviate the pain of joint movement.

Kipp (1995) conducted a study on “Comparison of Massage by Nurses in the United States (U.S.) and the People’s Republic of China”. Both countries were compared in terms of theory, indications, methods, and outcomes of massage.

There were many points of difference as follows:

United States	China
1. Massage is based on physiology and relaxation. U.S. massage is performed over tense muscles.	Massage is based on protecting and nourishing tissues, and restorative belief. Chinese massage is performed along the meridians where Chi-the natural life force flows.
2. Nurses perform massage for insomnia, muscular pain, or tension. Massage is used to relieve symptoms, but not to cure.	Nurses perform massage both as a treatment and as a preventative.
3. U.S. nurses use the techniques of Swedish massage: effleurage (or stroking), petrissage (or kneading), friction (or deep massage), and sometimes tapotement (or percussion) and vibration (or shaking). They make skin contact.	Chinese nurses use both Traditional Chinese Massage (TCM) and Western medicine. They do not make skin contact. The hands are used only to balance Yin and Yang. Yin is internal, cold, and deficiency. While, Yang is external, hot, and excess.
4. The effects of massage by U.S. nurses are mental and physical relaxation, increase blood flow temporarily to the area, and cause inducement of sleep.	Chinese massage can either cure disease or improve and return the work force. Its also restores and maintains Chi and health.

Sindhuprama (1988-1989) researched “ Traditional Medicine in the View of Academicians and Professionals in Health Science”. There were two objectives for this research. First was to study the interest of modern health personnel in traditional medicine. Second was to study the view of modern health personnel on the development of traditional medicine.

The results were that most modern public health personnel understand traditional medicine and studying about herbal cure was more interesting than other forms of traditional medicine. Herbal cure was the most accepted type to traditional practitioners. The major problems in developing traditional medicine were that modern physicians do not readily accept traditional medicine and there is lack of scientific interchange between modern and traditional medicine. Moreover, Thai law and Ministry of Public Health regulations regarding traditional medicine impede its growth and development.

Suthiringkul (2003) studied the customer expectation and perception of service quality of the Clark Hatch Fitness Center at Silom Road branch in Bangkok. The research focused on the five SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy to measure the difference between customer expectations and perceptions of service quality of the Clark Hatch Fitness Center. A total of 277 of 300 sets of questionnaires completed were collected. Data has been analysis by two-tailed paired sample t-tests and One-Way Analysis of Variance (ANOVA).

The results found that there was a significant difference between customer expectation and perception of service quality of the Clark Hatch Fitness Center in terms of five SERVQUAL dimensions. Moreover, the demographic characteristics consisted of age, gender, occupation, and education level showed that the income level was the major factor that made difference to the customer expectations, whereas occupation affected the customer perception of the service quality.

Achariyawong (2003) studied the relationship between service quality of beauty salon business and customer retention of the four beauty salons in Kanchanaburi Province. Any individual female customers who received service in any of 4 beauty salons around Tharua Market Place at Thamaka District, Kanchanaburi Province were the target population. The research measured the service on the five dimensions. All

200 questionnaires were collected. Data was analyzed through SPSS program with Pearson Correlation Coefficient statistical and descriptive statistics was used to describe general information by percentage and frequency analysis.

The results showed that there were significant and positive relationships between all five dimensions of tangibles, reliability, responsiveness, assurance and empathy and customer retention of beauty salon business. Empathy was the most influential factor affecting customer retention in beauty salon business followed by responsiveness, reliability, assurance, and tangibles dimension respectively. Most of respondents were business owners holding bachelor's degree whose ages were between 25-29 years old, having an income level between 10,001-20,000 baht per month.

Rattanachaiyaphong (2003) studied parents' expectations and perceived service quality with nurseries in Bangkok. The research focused on five dimensions of service quality including demographic factors; income levels, education levels, occupation, age levels, purpose of using nurseries, a number of parents' children. A total of 350 parent respondents were collected by using the SERVQUAL questionnaires. Data was analyzed by SPSS program for descriptive analysis, Dependent T-test, and Analysis of Variance (ANOVA) methods.

The results found that there was a difference between parents' expectations and perceived service quality of childcare in terms of five dimensions; tangibles, reliability, responsiveness, assurance, and empathy. Moreover, there was a difference between parent's expectation and perceived service quality of childcare when segmented by income levels, education levels, and occupation. Whereas, there was no difference between parent's expectation and perceived service quality of childcare when classified by age levels, purpose of using the service and number of children parents have in the childcare.

Chapter III

✓ Research Frameworks

This chapter consists of four sections. The first section is the theoretical framework. It refers to the theories that are used as a reference related to the literature reviewed in Chapter II. The second section is the conceptual framework. It is the conceptual model that clarifies the research problems. The third section is research hypotheses to test the relationship between all variables that are stated in the conceptual framework. The final section is operationalization of the independent and dependent variables.

3.1 Theoretical Framework

The theoretical framework in this study considers two variables: service quality, and customer satisfaction.

Service quality is an antecedent to customer satisfaction (Reidenbach et al., 1990) that leads to customer loyalty. Berry and Parasuraman (1994) also mentioned that the importance of service quality measurement is to offer insights into areas of service quality strengths and weaknesses. The five dimensions (Parasuraman, Zeithaml, and Berry, 1988) of service quality are used to measure perceived service quality. The people who provide the service should better understand their customers' requirements. The five dimensions and definitions are:

- **Tangibles** Appearance of physical facilities, equipment, personnel, and communication materials
- **Reliability** Ability to perform the promised service dependably and accurately
- **Responsiveness** Willingness to help customers and provide prompt service
- **Assurance** Knowledge and courtesy of employees and their ability to convey trust and confidence
- **Empathy** Caring, individualized attention the firm provides its customers

Stanton (1964) mentioned that "Customers' wants must be recognized and satisfied effectively (by marketing)". Tucker (1959) clarified with the economic view

that “Consumer satisfaction can be best measured by what the customer is willing to pay for product or service”. Companies, which resolve problems to the customer’s satisfaction, appear very high in building a firm’s reputation (Hart et al., 1990). Not only Yi (1990) found “the relationship between repurchase intentions and customer satisfaction”, but also Halstead (1992) found that a dissatisfied consumer who was satisfied with the complaint response led to higher repurchase intentions. Moreover, Kotler (2000) defined satisfaction as a feeling of a person that is related to comparing between product’s perceived performance (or outcome) and expectation. If the perceived performance is less than the expectation, the customer is dissatisfied. If the performance equals the expectation, the customer is satisfied. If the performance is higher than the expectation, the customer is highly satisfied. Milliken (1987) mentioned that “ True satisfaction is an inner feeling of pride in doing something well, regardless of whether or not the performance is applauded by others”. The service providers should try to meet each customer’s needs to the best of their abilities.

From the previous research, many service businesses used the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy to study the customer expectation service quality and perception service quality of service businesses and the retention of customers. Moreover, some business was studied the different of demographic factors which influence with the perceived service quality of customers.

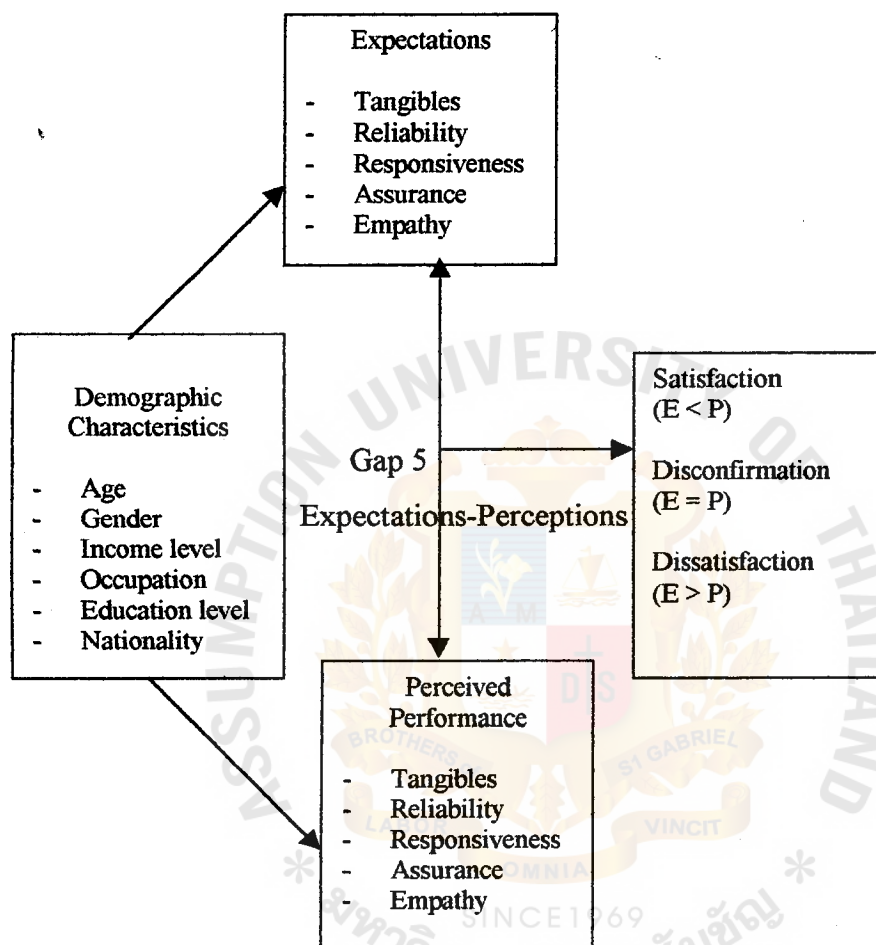
3.2 Conceptual Framework

This section displays the conceptual model which clarifies the factors influencing customer satisfaction in the Bangkok area, with Thai Traditional Massage as shown in Figure 3.1.

Figure 3.1
✓ **Conceptual Framework**

Independent Variables

Dependent Variables



In this research, there are two main independent variables. First is the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy which were measured both the expectations in different five dimensions of service quality and the perceived performance in different five dimensions of service quality. Second are demographic characteristics including age, gender, income levels, occupation, education levels, and nationality.

Moreover, the researcher uses sub-variables of demographics (age, gender, income levels, occupation, education levels, and nationality) to measure the expectations and perceptions of service quality in each of five dimensions in order to understand customer satisfaction as well.

Dependent variable in this research is the result of the difference between expectation service quality and perceived performance service quality (customer satisfaction).

The conceptual framework focused on the Gap 5, which measures the difference between expectation service quality and perceived performance service quality (perception service quality).

The results of gap 5 can determine the customer's satisfaction. It means that if the performance exceeds or equal expectations, it leads to customer satisfaction. On the other hand, if the performance is less than the expectations, it leads to customer dissatisfaction.

Demographic characteristics measure the difference in the customer expectation and perception on the five dimensions of service quality.

Service Quality

Service is any act or performance that can offer to another and it is an intangible, variable, perishable product. Quality is the totality of features and characteristics of a product and service that a customer is satisfied with. Service Quality is the extent of disagreement between customer expectations and customer perceptions. In other words, the service quality is the service that is meeting or exceeding the expectation of customers. Higher service quality leads to higher customer satisfaction. Customers will draw inferences about service quality in terms of place, equipment, communications materials, symbols, and prices that they see.

3.3 Research Hypotheses

A hypothesis is an assumption that the researcher makes about a population parameter. It is a tool to test the relationship between each variable, which is related to the framework.

H_{01} : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by tangibles.

H_{a1} : There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by tangibles.

H₀₂: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by reliability.

H_{a2}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by reliability.

H₀₃: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by responsiveness.

H_{a3}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by responsiveness.

H₀₄: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by assurance.

H_{a4}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by assurance.

H₀₅: There is no difference between customer expectations and perceptions of service quality about Thai Traditional Massage when determined by empathy.

H_{a5}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by empathy.

H₀₆: There is no difference between overall satisfaction and service quality of Thai Traditional Massage.

H_{a6}: There is a difference between overall satisfaction and service quality of Thai Traditional Massage.

H₀₇: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a7}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H₀₈: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a8}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o9}: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income.

H_{a9}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income.

H_{o10}: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupation.

H_{a10}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupation.

H_{o11}: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education level.

H_{a11}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education level.

H_{o12}: There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a12}: There is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

Moreover, the researcher uses sub-variables of demographics to test the relationship between each variable to keep information and understand as well.

H_{o13}: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a13}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{o14}: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a14}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{o15}: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a15}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{o16}: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a16}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{o17}: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{a17}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.

H_{o18}: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a18}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o19}: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a19}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o20}: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a20}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o21}: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a21}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o22}: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{a22}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.

H_{o23}: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{a23}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{o24}: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{a24}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H₀₂₅: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{a25}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H₀₂₆: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{a26}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H₀₂₇: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H_{a27}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.

H₀₂₈: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H_{a28}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H₀₂₉: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H_{a29}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H₀₃₀: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H_{a30}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H₀₃₁: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H_{a31}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H₀₃₂: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H_{a32}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.

H₀₃₃: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{a33}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H₀₃₄: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{a34}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{o35}: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{a35}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{o36}: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{a36}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{o37}: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{a37}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.

H_{o38}: There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a38}: There is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{o39}: There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a39}: There is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{o40}: There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a40}: There is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{o41}: There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a41}: There is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{o42}: There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

H_{a42}: There is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.

3.4 Operationalization of the Independent and Dependent Variables

Table 3.1 shows the operational meaning of each variable used in this study:

Table 3.1
Operationalization of the Independent and Dependent Variables

Concept	Conceptual Definition	Operational Components	Level of Measurement
Tangibles	It is the appearance of physical facilities, equipment, personnel, and communication materials.	<ul style="list-style-type: none"> - U p - t o - d a t e equipment - Physical facilities' appealing - E m p l o y e e ' s appearance - M a t e r i a l s ' appealing 	Interval Scale
Reliability	It is the ability to perform the promised service dependably and accurately.	<ul style="list-style-type: none"> - Fulfills its promise - Sincere to solve customer's problem - Performs service right the first time - Provides service at the committed time - Record accurately 	Interval Scale
Responsive ness	It is the willingness to help customers and provide prompt service.	<ul style="list-style-type: none"> - Tells customer the service time - Gives prompt service - Always willing to help customers - Never too busy to r e s p o n d t o customer requests 	Interval Scale

Concept	Conceptual Definition	Operational Components	Level of Measurement
Assurance	It is the knowledge and courtesy of employees and their ability to convey trust and confidence.	<ul style="list-style-type: none"> - Trust employees - Customers feel safe - Consistently courteous with customers - Has knowledge to answer customers 	Interval Scale
Empathy	It is the caring, individualized attention the firm provides its customers.	<ul style="list-style-type: none"> - Gives customer individual attention - Operating hours are convenient to customers - Gives personal attention to customers - Has customer's best interests at heart - Understands the specific needs of customers 	Interval Scale
Age	It is the period of time that someone has been alive	<ul style="list-style-type: none"> - Below 30 years old - 30-40 years old - 41-50 years old - Above 50 years old 	Nominal Scale
Gender	It is the physical type of being.	<ul style="list-style-type: none"> - Male - Female 	Nominal Scale

Concept	Conceptual Definition	Operational Components	Level of Measurement
Income	It is money that is received from doing work or investments.	<ul style="list-style-type: none"> - Less than 10,000 baht per month - 10,000-15,000 baht per month - 15,001-25,000 baht per month - Greater than 25,000 baht per month 	Nominal Scale
Occupation	It is a regular activity that serves as one's regular source of livelihood.	<ul style="list-style-type: none"> - Student - Employee - Government Official - Other 	Nominal Scale
Education	It is a level of knowledge or skill of people.	<ul style="list-style-type: none"> - Lower than Bachelor's Degree - Bachelor's Degree - Master's Degree - Higher than Master's Degree 	Nominal Scale
Nationality	It is the status of any person as living in or belonging to the country in which they were born.	<ul style="list-style-type: none"> - American - Chinese - Thai - Others 	Nominal Scale

Furthermore, the conclusion of the table with hypotheses testing could be classified as follow:

- Hypotheses 1 to 5 measured the difference between customer expectations and perceptions of service quality when determined by each of the five dimensions.
- Hypothesis 6 measured the difference between overall satisfaction and service quality.
- Hypotheses 7 to 12 measured the difference between customer expectations and perceptions of service quality when segmented by difference in demographic characteristics.
- Hypotheses 13 to 42 being sub-variables of demographics (age, gender, income, occupation, education, and nationality) to measure the difference between customer expectations and perceptions of service quality in terms of each of the five dimensions.



Chapter IV

Research Methodology

The purpose of this chapter is to provide an overview of methodology that was used in this study. This chapter is composed of five parts. First is research methods used. Second is respondents and sampling procedures. Third is research instruments/questionnaires. Fourth is the collection of data - gathering procedures. The final section shows the statistical treatment of data.

4.1 Research Methods To Be Used

The sample survey is one of the methods used by researchers for keeping and collecting the primary data (Kuma, Aaker, and Day, 1999). Sekaran (2000) defined the sample as “some members selected from the population”. The sampling refers to the method of selecting a sample from the larger population (Hayes, 1998). Zikmund (2000) defined sampling is a procedure using a small number of units of a given population as a basis for drawing conclusions about the whole population. The sampling survey method was used in this research as a research design. It is inexpensive and fast to reach the target group effectively. In addition, survey method can capture the respondents’ overall assessment and the extent of level of satisfaction.

Ticehurst & Veal (2000) explained that descriptive research seeks to find out and describe, but not to explain. It presents information in a simple form. It is used to provide an accurate description of the problem (Zikmund, 2000).

Data was gathered in the Thai Traditional Massage places, which are located in Bangkok area from the target respondents who answered the questionnaires. The questionnaires were distributed directly through the respondents and were used to measure the customer expectations and perceptions of service quality. The questionnaire was classified into four parts. First, a set of 22 questions is to measure customer expectations of service quality. Second, a set of 22 questions is to measure customer perceptions of service quality. Third, assessment of satisfaction composes of one question. Finally, the demographic characteristics of respondents were composed of 6 questions. Five-point Likert-scale was used in this research.

4.2 Respondents and Sampling Procedures

Target Population

Target population is the complete group which is relevant to the research project (Zikmund, 2000). In this research, the target population is the people who have used the Thai Traditional Massage service from the places located in Bangkok area. An element is an individual in the population.

Sampling Design

Sampling is the method to select a small number of elements from the population by studying the sample, and understanding the properties or the characteristics of the sample subjects. It can generate the properties or characteristics of the population elements.

There are two main types of sampling design: probability sampling and non-probability sampling (Sekaran, 2000). The research selected a non-probability sampling design in which sample units are selected on the basis of personal judgement or convenience (Zikmund, 2000) by using purposive sampling. This sampling method is the best way to gain information quickly, is less expensive, convenient and efficient enough to get a feel for the phenomenon or variables of interest.

Sampling Size

The researcher used Anderson's table with the allowance for the sampling error at 5% with 95% confidence level to determine the sample size, as can be seen in Table 4.1. The total number of the people who have used Thai Traditional Massage service is not estimated to be over 25,000,000. Based on the table, this research used a sample size of 384 samples. However, in order to make sure of collecting the data from 384 questionnaires completely, the researcher distributed 390 questionnaires to respondents.

Table 4.1 Theoretical Sample Sizes for Different Sizes of Population and a 95 percent level of certainty.

Population/ (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson (1996), Fundamentals of Educational Research, p.202

4.3 Research Instruments/Questionnaire

A questionnaire is a set of questions in which respondents record their answers. It is an efficient data collection when the researcher knows what is the information needed and how the variables of interest are measured. This research instrument used 22 statements developed by Parasuraman et al. (1993) to collect information to examine the relationship between the five dimensions of service quality and customer satisfaction with Thai Traditional Massage in Bangkok area.

The questionnaire was prepared in both the Thai and English languages in order for respondents to understand the questions. The questionnaire is divided into four parts:

Part 1 asked respondents information about expectations of service quality of Thai Traditional Massage places related to customer satisfaction. There are 22 questions and each of them used five levels of agreement or disagreement to indicate opinion of the respondents as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The questions are measured through five dimensions as follows:

- 1) Tangibles consist of question number 1-4
- 2) Reliability consist of question number 5-9
- 3) Responsiveness consist of question number 10-13
- 4) Assurance consist of question number 14-17
- 5) Empathy consist of question number 18-22

Part 2 asked information about perception of service quality of Thai Traditional Massage places related to customer satisfaction. There are 22 questions and each of them used five levels of agreement or disagreement to indicate the feeling of the respondents as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The questions are measured through five dimensions as follows:

- 1) Tangibles consist of question number 1-4
- 2) Reliability consist of question number 5-9
- 3) Responsiveness consist of question number 10-13
- 4) Assurance consist of question number 14-17
- 5) Empathy consist of question number 18-22

Part 3 asked respondents about the total satisfaction with service quality of Thai Traditional Massage in Bangkok

Part 4 asked information about demographic profiles or personal information of respondents. There are six questions that consist of age, gender, income levels, occupation, education level, and nationality.

4.4 Collection of Data/gathering Procedures

The researcher collected data from primary and secondary sources. Ticehurst & Veal (2000) defined that primary data is a new information, which is collected as part of a research project. While, secondary data is existing data which is collected for some other purpose.

The primary data was collected by using questionnaires distributed to respondents both Thai and Foreigners who had visited Thai Traditional Massage places in Bangkok area. According to Thai Traditional Massage places find at almost every street corner and most places are small (www.thaiwebsites.com/aboutmassage.asp). They are found all around Bangkok and in most towns around Thailand. A well - known center is located at Wat pho (www.thaiwebsites.com/abouttravel.asp). According to the information from The Ministry of Public Health and in order to distribute the questionnaires to keep the data around the Bangkok area, the researcher selected seven places in Bangkok where are popular and well known for Thai people and foreigner, including Wat Pho, Ministry of Public Health, Health Land, The Union of Thai Traditional Medical Society, Samart Massage(in Central Pinklao Department Store), Dara Massage(on Sukhumvit Road), and Blind Foundation. They are the famous places for massage in skills, knowledge, and specialist. Data were gathered between October 2004 and January 2005. In this research, the questionnaires were handed to respondents with clear explanations to answer all questions by themselves and return the filled questionnaires to the researcher. Moreover, the researcher asked the respondents for some recommendations on the service improvement.

The secondary data was collected from several sources including textbooks, books, newspapers, journals, previous studies, and Internets.

4.5 Statistical Treatment of Data

This research used the Statistical Package for Social Science – SPSS to analyze and interpret the data from questionnaires. The research method used the descriptive and inference statistics.

Part 1: Descriptive statistics is used to describe the overall characteristics of purposive sampling such as Percentage, Proportion, Mean, and Standard deviation. In this research, it is used to describe the demographic characteristic of the respondents.

Part 2: Inferential statistics is used to determine the difference between the customer expectation and perceptions of service quality. In this research, it is used to test the hypotheses of the research. Paired Samples t-Test, Independent Samples t-Test, and ANOVA are used to explain the evaluation of the level of customer satisfaction.

Ticehurst & Veal (2000) stated that the t-test is used to examine the differences between two means at a time. And Analysis of Variance (ANOVA) is used to compare the differences between more than two means at a time. Moreover, Zikmund (2000) explained two situations to compare means: Paired Samples test and Independent Samples test.

Paired Samples t-Test

Paired Samples t-Test is used to compare the means of two variables that apply to the whole sample. In this study, it was used to determine the difference between the customer expectations and perceptions of service quality through five dimensions. It was used for testing hypothesis 1-6. The formula of Paired Samples t-Test is as follows:

$$t = \frac{\bar{d}}{Sd / \sqrt{n}} \quad ; n-1 = \text{degree of freedom}$$

Where \bar{d} = the mean of the difference between the pairs

Sd = the standard deviation of the distribution of the difference between the pairs or related observations.

\sqrt{n} = the number of paired observation.

Independent Samples t-Test

Zikmund (2000) defined Independent Samples t-Test as a treatment used for comparing the means of one variable for two sub-groups such as men and women in two independent groups.

In this research, hypothesis eight used Independent Samples t-Test to determine the difference between the customer expectation and perception of service quality when segment by gender, which is male and female.

The formula is as follows:

$$t = \frac{(\bar{X}_1 - \bar{X}_2)}{\sqrt{s_1^2/n_1 + s_2^2/n_2}}$$

where \bar{X}_1 = mean for group 1

\bar{X}_2 = mean for group 2

s_1^2 = the variance of group 1

s_2^2 = the variance of group 2

n_1 = the sample size of group 1

n_2 = the sample size of group 2

$$\text{Degree of freedom} = \frac{(s_1^2/n_1 + s_2^2/n_2)}{\frac{(s_1^2/n_1)^2}{n_1 - 1} + \frac{(s_2^2/n_2)^2}{n_2 - 1}}$$

Analysis of Variance (ANOVA)

In this research, hypothesis 7-12 used ANOVA to determine the difference between the customer expectations and perceptions of service quality when segmented by age, income level, occupation, education level, and nationality.

The formula is as follows:

$$F = \frac{MSb}{MSw}$$

Where F = GF distribution

MSb = Variance between groups

MSw = Variance within groups

ANOVA Summary Table

Source of variable	Sum of Squares (SS)	Degree of freedom (Df)	Mean Square (MS)	F-Ratio
Between group	SSb	c-1	MSb	-
Within group	SSw	n-c	MSw	$F = \frac{MSb}{MSw}$
Total	SSt	n-1		

c = Number of groups

n = Number of observations in a group

The level of significance in this research is at $\alpha = 0.05$, with 95% confidence in order to test the hypotheses.

Table 4.2
Hypothesis testing

Hypothesis	Hypothesis Statement	Hypothesis Testing	Question Number
H _{o1} :	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by tangibles.	Paired – Samples <i>t</i> -Test	1-4
H _{o2} :	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by reliability.	Paired – Samples <i>t</i> -Test	5-9

Hypothesis	Hypothesis Statement	Hypothesis Testing	Question Number
H ₀₃ :	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by responsiveness.	Paired – Samples <i>t</i> -Test	10-13
H ₀₄ :	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by assurance.	Paired – Samples <i>t</i> -Test	14-17
H ₀₅ :	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by empathy.	Paired – Samples <i>t</i> -Test	18-22
H ₀₆ :	There is no difference between overall satisfaction and service quality of Thai Traditional Massage.	Paired – Samples <i>t</i> -Test	Part 3
H ₀₇ : Sub – Hyp. (13-17)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by ages.	ANOVA	Part 4 No.1
H ₀₈ : Sub – Hyp. (18-22)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	Independent Sample T-test	Part 4 No.2

Hypothesis	Hypothesis Statement	Hypothesis Testing	Question Number
H_{o9}: Sub – Hyp. (23-27)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by incomes.	ANOVA	Part 4 No.3
H_{o10}: Sub – Hyp. (28-32)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	ANOVA	Part 4 No.4
H_{o11}: Sub – Hyp. (33-37)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by educational levels.	ANOVA	Part 4 No.5
H_{o12}: Sub – Hyp. (38-42)	There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationalities.	ANOVA	Part 4 No.6

Chapter V

Presentation of Data and Critical Discussion of Results

This chapter addresses the data analysis from 390 questionnaires which were distributed to respondents who received service from Thai Traditional Massage places in Bangkok. The data were computed utilizing *SPSS for Windows*. This research used the sample survey for collection and storage of the primary data gathered from the respondents.

The 390 sets of questionnaires asked respondents about 22 questions each of which involved expectations and perceptions, and also personal data. Data were gathered between October 2004 and January 2005. The data analysis composed of two parts:

5.1 Description of Demographic Characteristics

5.2 Hypotheses testing



5.1 Description of Demographic characteristics

Table 5.1 Frequency: Distribution of Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	150	38.5	39.3	39.3
	female	232	59.5	60.7	100.0
	Total	382	97.9	100.0	
Missing	System	8	2.1		
Total		390	100.0		

In this section, the 390 respondents were divided into male and female. As can be seen from Table 5.1, 150 respondents or 39.3% of the samples are males; and 232 respondents or 60.7% of the samples are females.

Table 5.2 Frequency: Distribution of Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 30 yrs.	83	21.3	21.6	21.6
	30-40 yrs.	191	49.0	49.7	71.4
	41-50 yrs.	77	19.7	20.1	91.4
	above 50 yrs.	33	8.5	8.6	100.0
	Total	384	98.5	100.0	
Missing	System	6	1.5		
Total		390	100.0		

According to Table 5.2, which deals with age, the largest percentage of the respondents is between 30-40 years old, numbering 191 respondents or 49.7% of the samples. Second are those less than 30 years old, numbering 83 respondents or 21.6% of the samples. Third are those between 41-50 years old, numbering 77 respondents or 20.1% of the samples. The least proportion of the total respondents are more than 50 years, numbering 33 respondents or 8.6% of the samples.

Table 5.3 Frequency: Distribution of Incomes

INCOME		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000 bahts	38	9.7	9.9	9.9
	10000-15000 bahts	72	18.5	18.8	28.8
	15001-25000 bahts	85	21.8	22.3	51.0
	greater than 25000 bahts	187	47.9	49.0	100.0
	Total	382	97.9	100.0	
Missing	System	8	2.1		
Total		390	100.0		

Table 5.3 shows that the largest group of income levels of the samples is income level of greater than 25,000 baht, numbering 187 respondents or 49.0% of the samples. Second are those earning between 15,001-25,000 baht, totalling 85 respondents or 22.3% of the samples. Third, between 10000-15,000 baht are 72 respondents or 18.8% of the samples. Last are those earning less than 10,000 baht, consisting of 38 respondents or 9.9% of the sample.

Table 5.4 Frequency: Distribution of Education

EDU		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lower than BA	47	12.1	12.3	12.3
	BA	222	56.9	58.3	70.6
	Master degree	101	25.9	26.5	97.1
	Higher than MA	11	2.8	2.9	100.0
	Total	381	97.7	100.0	
Missing	System	9	2.3		
Total		390	100.0		

Table 5.4 shows the largest group of respondents' educational level are those with Bachelor's degrees, numbering 222 or 58.3% of the samples. Second are those with Master's degrees, totalling 101 respondents or 26.5% of the samples. Third are those with less than Bachelor's degree level, numbering 47 or 12.3% of the samples. Last are those with Higher than Master's degrees, consisting of 11 respondents or 2.9% of the sample.

Table 5.5 Frequency: Distribution of Occupations

OCC		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	18	4.6	4.7	4.7
	employee	237	60.8	61.9	66.6
	government official	42	10.8	11.0	77.5
	other	86	22.1	22.5	100.0
	Total	383	98.2	100.0	
Missing	System	7	1.8		
Total		390	100.0		

Table 5.5 shows that employees form the largest group of respondents, numbering 237 respondents or 61.9% of the samples. Second are those who are “Others”, namely, neither employees nor governmental officials (22.5%). Governmental officials form the third largest group, totaling 11% of the samples (42 respondents). The least of all are students, consisting of 18 respondents or 4.7% of the samples.

Table 5.6 Frequency: Distribution of Nationalities

NATION		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Americans	6	1.5	1.6	1.6
	Chinese	6	1.5	1.6	3.1
	Thais	360	92.3	94.2	97.4
	other	10	2.6	2.6	100.0
	Total	382	97.9	100.0	
Missing	System	8	2.1		
Total		390	100.0		

Table 5.6 shows that most respondents are Thais, 360 in number or 94.2% of the samples. Non Thais, who are US and Chinese nationals number 10 respondents or 2.6% of the samples. The American and Chinese respondents are equal (6 respondents or 1.6% of the sample).

5.2 Hypotheses Testing

This research project concentrated on the evaluation of customer expectations and perceptions of service quality provided by Thai Traditional Massage in Bangkok. The hypothesis statements were used to evaluate the significance of the difference between customer expectations and perceptions of service quality when segmented by five –dimensions of SERVQUAL by using the two-tailed paired samples t-test for testing. Secondly, this research analyzed the difference between customer expectations and perceptions of service quality when segmented by demographic characteristics by using a one-way Analysis of Variance (ANOVA) and Independent Samples t-Test which were used to compare differences between two or more groups.

This test compared each variable through the expectation and perceived performance examination to assess the ratio between satisfaction and dissatisfaction. If the expectation is higher than the perceived performance, it means that customers are not satisfied (dissatisfaction). If the expectation is lower than the perceived performance, it means that customers are satisfied (satisfaction).

Hypothesis one (H₁)

Null hypothesis one (H₀₁): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.7

T-test - Comparing the difference in terms of tangibles between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
EXP_T	4.1461	361	.6277	.0330
PRE_T	3.6302	361	.7005	.0369

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
EXP_T - PRE_T	.5159	.7962	.0419	.4335	.5983	12.312	360	.000

Table 5.7, the null hypothesis is evaluated by using the two-tailed paired sample t-tests for testing the significance of the difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.7 indicates that there is a statistically significant difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_{01} Rejected)

Hypothesis two (H_2)

Null hypothesis two (H_{02}): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.8

T-test - Comparing the difference in terms of reliability between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
EXP_REA	4.4054	368	.5824	.0304
PRE_REA	3.6848	368	.8268	.0431

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
EXP_REA - PRE_RE	.7207	.8556	.0446	.6329	.8084	16.158	367	.000

In Table 5.8, the null hypothesis is evaluated by using the two-tailed paired samples t-tests for testing the significance of the difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.8, indicates that there is a statistically significant difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_{02} Rejected)

Hypothesis three (H_3)

Null hypothesis three (H_{03}): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.9

T-test - Comparing the difference in terms of responsiveness between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
EXP_RES	4.4027	375	.5052	.0261
PRE_RES	3.7507	375	.7572	.0391

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
EXP_RES - PRE_RES	.6520	.8112	.0419	.5696	.7344	15.565	374	.000

In Table 5.9, the null hypothesis is evaluated by using the two-tailed paired samples t-tests for testing the significance of the difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.9, indicates that there is a statistically significant difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_{03} Rejected)

Hypothesis four (H_4)

Null hypothesis four (H_{04}): There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.10

T-test - Comparing the difference in terms of assurance between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
EXP_ASS	4.4960	372	.5317	.0276
PRE_ASS	3.7829	372	.7540	.0391

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
EXP_ASS - PRE_ASS	.7130	.8183	.042	.6296	.7965	16.806	371	.000

In Table 5.10, the null hypothesis is evaluated by using the two-tailed paired samples t-tests for testing the significance of the difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.10, indicates that there is a statistically significant difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_{04} Rejected)

Hypothesis five (H_5)

Null hypothesis five (H_{05}): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.11

T-test - Comparing the difference in terms of empathy between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
EXP_EMP	4.4728	371	.4989	.0259
PRE_EMP	3.7256	371	.7864	.0408

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
EXP EMP - PRE E	.7472	.8432	.0438	.6611	.8332	17.068	370	.000

In Table 5.11, the null hypothesis is evaluated by using the two-tailed paired samples t-tests for testing the significance of the difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.11, indicates that there is a statistically significant difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_0 Rejected)

Hypothesis six (H_6)

Null hypothesis six (H_{06}): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

Table 5.12

T-test - Comparing the difference between customer expectations and perceptions of service quality

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
ALL_E	4.3951	341	.4385	.0237
ALL_P	3.7246	341	.6831	.0370

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
ALL E - ALL P	.6705	.7205	.039	.5938	.7473	17.184	340	.000

In Table 5.12 the null hypothesis is evaluated by using the two-tailed paired samples t-tests for testing the significance of the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok.

The Paired-Samples T-Test, as shown in Table 5.12 indicates that there is a statistically significant difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok with a two-tailed significance of 0.000, which is less than 0.05. This indicates inconsistency with the null hypothesis. Therefore, there is a difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok. (H_0 Rejected)

Hypothesis seven (H_7)

Null hypothesis seven (H_7): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

Table 5.13

ANOVA - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age

ANOVA

PE_ALL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.488	3	2.163	4.298	.005
Within Groups	167.538	333	.503		
Total	174.026	336			

The result indicates that there is a statistically significant difference between ages and overall customer satisfaction with service quality of Thai Traditional

Massage in Bangkok when segmented by age. F probability (Sig.) is 0.005, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis seven, which states that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H₇ Rejected)

Hypothesis eight (H₈)

Null hypothesis eight (H₈): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.14

T-test - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender

Group Statistics

GENDER		N	Mean	Std. Deviation	Std. Error Mean
PE_ALL	male	132	-.6728	.7473	.0650
	female	203	-.6596	.7065	.0496

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PE_ALL	Equal variances assumed	2.112	.147	-.164	333	.870	-.013	.0808	-.1722	.1457
	Equal variances not assumed			-.162	268.68	.871	-.013	.0818	-.1743	.1478

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. The t probability (Sig.) is 0.870, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis

eight, which stated that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₈ Accepted)

Hypothesis nine (H₉)

Null hypothesis nine (H₉): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

Table 5.15

ANOVA - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level

ANOVA					
PE_ALL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.511	3	1.170	2.286	.079
Within Groups	170.514	333	.512		
Total	174.026	336			

The result indicates that there is no statistically significant difference between income levels and overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income levels. F probability (Sig.) is 0.079, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis nine, which states that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income levels. (H₉ Accepted)

Hypothesis ten (H₁₀)

Null hypothesis ten (H₁₀): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

Table 5.16

ANOVA - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation

ANOVA

PE_ALL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.624	3	1.208	2.361	.071
Within Groups	170.402	333	.512		
Total	174.026	336			

The result indicates that there is no statistically significant difference between occupations and overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupations. F probability (Sig.) is 0.071, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis ten, which stated that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H_{10} Accepted)

Hypothesis eleven (H_{11})

Null hypothesis eleven (H_{11}): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

Table 5.17

ANOVA - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by educational levels

ANOVA

PE_ALL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.921	3	.974	1.894	.130
Within Groups	170.661	332	.514		
Total	173.581	335			

The result indicates that there is no statistically significant difference between educational levels and overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. F probability (Sig.) is 0.130, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis eleven, which stated that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by educational levels. (H₁₁ Accepted)

Hypothesis twelve (H₁₂)

Null hypothesis twelve (H₁₂): There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationality.

Table 5.18

ANOVA - Comparing the difference between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationality

ANOVA

PE_ALL	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.328	3	2.776	5.579	.001
Within Groups	165.698	333	.498		
Total	174.026	336			

The result indicates that there is a statistically significant difference between nationalities and overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationality. F probability (Sig.) is 0.001, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis twelve, which states that there is no difference between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationality. (H₁₂ Rejected)

Hypothesis thirteen (H₁₃)

Null hypothesis thirteen (H₁₃): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

In Table 5.19, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between age and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across four different age groups.

- less than 30 years old
- 30 – 40 years old
- 41-50 years old
- Above 50 years old

Table 5.19

ANOVA - Comparing the difference between age and overall customer satisfaction in terms of tangibles of service quality

ANOVA

PE_T	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.922	3	.641	1.006	.390
Within Groups	223.508	351	.637		
Total	225.430	354			

The result indicates that there is no statistically significant difference between age and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across four different age groups being compared, F probability (Sig.) was 0.390, which is greater than 0.05. Therefore, the null hypothesis is acceptable for hypothesis thirteen, which stated that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H₁₃ Accepted)

Hypothesis fourteen (H₁₄)

Null hypothesis fourteen (H₁₄): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

In Table 5.20, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between age and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok.

Table 5.20
ANOVA - Comparing the difference between age and overall customer satisfaction in terms of reliability of service quality

ANOVA					
PE_REA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.318	3	1.773	2.446	.064
Within Groups	259.431	358	.725		
Total	264.749	361			

The result indicates that there is no statistically significant difference between age and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across four different age groups being compared, F probability (Sig.) was 0.064, which is greater than 0.05. Therefore, the null hypothesis is acceptable for hypothesis fourteen, which stated that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H₁₄ Accepted)

Hypothesis fifteen (H₁₅)

Null hypothesis fifteen (H₁₅): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

In Table 5.21, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between age and overall customer satisfaction in terms of responsiveness of service quality of Thai Traditional Massage in Bangkok.

Table 5.21

ANOVA - Comparing the difference between age and overall customer satisfaction in terms of responsiveness of service quality

ANOVA

PE_RES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.234	3	1.745	2.692	.046
Within Groups	237.885	367	.648		
Total	243.119	370			

The result indicates that there is a statistically significant difference between age and overall customer satisfaction in terms of responsiveness of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across four different age groups being compared, F probability (Sig.) is 0.046, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis fifteen, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H_{15} Rejected)

Hypothesis sixteen (H_{16})

Null hypothesis sixteen (H_{16}): There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

In Table 5.22, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between age and overall customer satisfaction in terms of assurances of service quality of Thai Traditional Massage in Bangkok.

Table 5.22

ANOVA - Comparing the difference between age and overall customer satisfaction in terms of assurance of service quality

ANOVA

PE_ASS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.740	3	3.580	5.547	.001
Within Groups	234.940	364	.645		
Total	245.681	367			

The result indicates that there is a statistically significant difference between age and overall customer satisfaction in terms of assurance of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurance across four different age groups being compared, F probability (Sig.) is 0.001, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis sixteen, which states that there is no difference in terms of assurance between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H_{16} Rejected)

Hypothesis seventeen (H_{17})

Null hypothesis seventeen (H_{17}): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by age.

In Table 5.23, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between age and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok.

Table 5.23

ANOVA - Comparing the difference between age and overall customer satisfaction in terms of empathy of service quality

ANOVA

PE_EMP					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.184	3	3.061	4.422	.005
Within Groups	251.334	363	.692		
Total	260.518	366			

The result indicates that there is a statistically significant difference between age and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across four different age groups being compared, F probability (Sig.) is 0.005, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis seventeen, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by age. (H_{17} Rejected)

Hypothesis eighteen (H_{18})

Null hypothesis eighteen (H_{18}): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.24, the null hypothesis is analyzed by using Independent sample t-test to determine statistically significant differences between gender and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across two different gender groups.

- Males
- Females

Table 5.24

T-test - Comparing the difference between gender and overall customer satisfaction in terms of tangibles of service quality

Group Statistics

GENDER		N	Mean	Std. Deviation	Std. Error Mean
PE_T	male	135	-.5444	.8441	.0727
	female	218	-.4931	.7729	.0523

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tail ed)	Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference	
									Lower	Upper
PE_T	Equal variances assumed	.242	.135	-.585	351	.559	-.0513	.0877	-.2238	.1212
	Equal variances not assumed			-.573	265.1	.567	-.0513	.0895	-.2276	.1250

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across two different gender groups being compared, t probability (Sig.) is 0.567, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis eighteen, which states that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₁₈ Accepted)

Hypothesis nineteen (H₁₉)

Null hypothesis nineteen (H₁₉): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.25

T-test - Comparing the difference between gender and overall customer satisfaction in terms of reliability of service quality

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
PE_REA	male	138	-.7638	.9667	.0823
	female	222	-.6910	.7848	.0527

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PE_REA	Equal variances assumed	9.939	.002	-.782	358	.435	-.0728	.0931	-.2559	.1103
	Equal variances not assumed			-.745	246.604	.457	-.0728	.0977	-.2652	.1197

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across two different gender groups being compared, t probability (Sig.) is 0.457, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis nineteen, which stated that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₁₉ Accepted)

Hypothesis twenty (H₂₀)

Null hypothesis twenty (H₂₀): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.26

T-test - Comparing the difference between gender and overall customer satisfaction in terms of responsiveness of service quality

Group Statistics

GENDER		N	Mean	Std. Deviation	Std. Error Mean
PE_RES	male	144	-.6510	.8076	.0673
	female	225	-.6500	.8156	.0544

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PE_RES	Equal variance assumed	.323	.570	-.012	367	.990	-.0010	.0867	-.1716	.1695
	Equal variance not assumed			-.012	307.1	.990	-.0010	.0865	-.1713	.1692

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction in terms of responsiveness of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across two different gender groups being compared, t probability (Sig.) is 0.990, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₂₀ Accepted)

Hypothesis twenty-one (H₂₁)

Null hypothesis twenty-one (H₂₁): There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.27

T-test - Comparing the difference between gender and overall customer satisfaction in terms of assurances of service quality

Group Statistics

GENDER		N	Mean	Std. Deviation	Std. Error Mean
PE_ASS	male	142	-.7377	.8939	.0750
	female	224	-.6853	.7699	.0514

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
PE_ASS	Equal variances assumed	9.493	.002	-.596	364	.552	-.0524	.0880	-.2254	.1206
	Equal variances not assumed			-.576	267.407	.565	-.0524	.0910	-.2315	.1267

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction in terms of assurance of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurances across two different gender groups being compared, t probability (Sig.) is 0.565, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-one, which states that there is no difference in terms of assurance between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₂₁ Accepted)

Hypothesis twenty-two (H₂₂)

Null hypothesis twenty-two (H₂₂): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by gender.

Table 5.28

T-test - Comparing the difference between gender and overall customer satisfaction in terms of empathy of service quality

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
PE_EMP	male	142	-.7507	.8775	.0736
	female	223	-.7354	.8269	.0554

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PE_EMP	Equal variances assumed	1.492	.223	-.168	363	.867	-.015	.0909	-.1941	.1635
	Equal variances not assumed			-.166	287.2	.868	-.015	.0921	-.1966	.1661

The result indicates that there is no statistically significant difference between gender and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across two different gender groups being compared, t probability (Sig.) is 0.867, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-two, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by gender. (H₂₂ Accepted)

Hypothesis twenty-three (H₂₃)

Null hypothesis twenty-three (H₂₃): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

In Table 5.29, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between income level and overall customer

satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across four different income level groups.

- Less than 10,000 Baht
- 10,000-15,000 Baht
- 15,001-25,000 Baht
- Greater than 25,000 Baht

Table 5.29

ANOVA - Comparing the difference between income level and overall customer satisfaction in terms of tangibles of service quality

ANOVA

PE_T

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.584	3	1.195	1.884	.132
Within Groups	221.314	349	.634		
Total	224.898	352			

The result indicates that there is no statistically significant difference between income level and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across four different income groups being compared, F probability (Sig.) is 0.132, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-three, which states that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income level. (H₂₃ Accepted)

Hypothesis twenty-four (H₂₄)

Null hypothesis twenty-four (H₂₄): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

Table 5.30

ANOVA - Comparing the difference between income level and overall customer satisfaction in terms of reliability of service quality

ANOVA

PE_REA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.525	3	3.175	4.447	.004
Within Groups	254.180	356	.714		
Total	263.705	359			

The result indicates that there is a statistically significant difference between income level and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across four different income groups being compared, F probability (Sig.) is 0.004, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis twenty-four, which states that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income level. (H₂₄ Rejected)

Hypothesis twenty-five (H₂₅)

Null hypothesis twenty-five (H₂₅): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

Table 5.31

ANOVA - Comparing the difference between income level and overall customer satisfaction in terms of responsiveness of service quality

ANOVA

PE_RES					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.953	3	.984	1.506	.213
Within Groups	238.548	365	.654		
Total	241.501	368			

The result indicates that there is no statistically significant difference between income level and overall customer satisfaction in terms of responsiveness of service

quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across four different income groups being compared, F probability (Sig.) is 0.213, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-five, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income level. (H₂₅ Accepted)

Hypothesis twenty-six (H₂₆)

Null hypothesis twenty-six (H₂₆): There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

Table 5.32

ANOVA - Comparing the difference between income level and overall customer satisfaction in terms of assurances of service quality

ANOVA					
PE_ASS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.348	3	2.116	3.218	.023
Within Groups	239.333	364	.658		
Total	245.681	367			

The result indicates that there is a statistically significant difference between income level and overall customer satisfaction in terms of assurances of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurance across four different income groups being compared, F probability (Sig.) is 0.023, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis twenty-six, which states that there is no difference in terms of assurances between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income level. (H₂₆ Rejected)

Hypothesis twenty-seven (H₂₇)

Null hypothesis twenty-seven (H₂₇): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by income level.

Table 5.33

ANOVA - Comparing the difference between income level and overall customer satisfaction in terms of empathy of service quality

ANOVA

PE_EMP					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.895	3	1.632	2.314	.076
Within Groups	254.514	361	.705		
Total	259.409	364			

The result indicates that there is no statistically significant difference between income level and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across four different income groups being compared, F probability (Sig.) is 0.076, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-seven, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by income level. (H₂₇ Accepted)

Hypothesis twenty-eight (H₂₈)

Null hypothesis twenty-eight (H₂₈): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

In Table 5.34, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between occupation and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across four different occupation groups.

- Students
- Employees
- Governmental Officials
- Others_____

Table 5.34

ANOVA - Comparing the difference between occupation and overall customer satisfaction in terms of tangibles of service quality

ANOVA

PE_T					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.258	3	1.086	1.716	.163
Within Groups	222.172	351	.633		
Total	225.430	354			

The result indicates that there is no statistically significant difference between occupation and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across four different occupation groups being compared, F probability (Sig.) is 0.163, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis twenty-eight, which states that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H₂₈ Accepted)

Hypothesis twenty-nine (H₂₉)

Null hypothesis twenty-nine (H₂₉): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

Table 5.35

ANOVA - Comparing the difference between occupation and overall customer satisfaction in terms of reliability of service quality

ANOVA

PE_REA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.723	3	2.908	4.066	.007
Within Groups	256.025	358	.715		
Total	264.749	361			

The result indicates that there is a statistically significant difference between occupation and overall customer satisfaction in terms of reliability of service quality

of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across four different occupation groups being compared, F probability (Sig.) is 0.007, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis twenty-nine, which states that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H₂₉ Rejected)

Hypothesis thirty (H₃₀)

Null hypothesis thirty (H₃₀): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

Table 5.36
ANOVA - Comparing the difference between occupation and overall customer satisfaction in terms of responsiveness of service quality

ANOVA					
PE_RES	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.647	3	1.549	2.384	.069
Within Groups	238.472	367	.650		
Total	243.119	370			

The result indicates that there is no statistically significant difference between occupation and overall customer satisfaction in terms of responsiveness of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across four different occupation groups being compared, F probability (Sig.) is 0.069, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H₃₀ Accepted)

Hypothesis thirty-one (H₃₁)

Null hypothesis thirty-one (H₃₁): There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

Table 5.37

ANOVA - Comparing the difference between occupation and overall customer satisfaction in terms of assurances of service quality

ANOVA

PE_ASS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.261	3	.754	1.127	.338
Within Groups	243.419	364	.669		
Total	245.681	367			

The result indicates that there is no statistically significant difference between occupation and overall customer satisfaction in terms of assurances of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurances across four different occupation groups being compared, F probability (Sig.) is 0.338, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty-one, which states that there is no difference in terms of assurances between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H₃₁ Accepted)

Hypothesis thirty-two (H₃₂)

Null hypothesis thirty-two (H₃₂): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by occupation.

Table 5.38

ANOVA - Comparing the difference between occupation and overall customer satisfaction in terms of empathy of service quality

ANOVA

PE_EMP

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.478	3	1.493	2.116	.098
Within Groups	256.040	363	.705		
Total	260.518	366			

The result indicates that there is no statistically significant difference between occupation and overall customer satisfaction in terms of empathy of service quality of

Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across four different occupation groups being compared, F probability (Sig.) is 0.098, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty-two, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by occupation. (H₃₂ Accepted)

Hypothesis thirty-three (H₃₃)

Null hypothesis thirty-three (H₃₃): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

In Table 5.39, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between educational levels and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across four different education level groups.

- Lower than Bachelor’s Degrees
- Bachelor’s Degrees
- Master’s Degrees
- Higher than Master’s Degrees

Table 5.39
ANOVA - Comparing the difference between education level and overall customer satisfaction in terms of tangibles of service quality

ANOVA					
PE_T	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.304	3	.435	.677	.566
Within Groups	223.326	348	.642		
Total	224.630	351			

The result indicates that there is no statistically significant difference between educational levels and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across four different education level groups being compared, F probability (Sig.) is 0.566, which is greater than 0.05. Therefore, the null hypothesis is accepted

for hypothesis thirty-three, which states that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. (H₃₃ Accepted)

Hypothesis thirty-four (H₃₄)

Null hypothesis thirty-four (H₃₄): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

Table 5.40
ANOVA - Comparing the difference between education level and overall customer satisfaction in terms of reliability of service quality

ANOVA					
PE_REA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.787	3	3.262	4.616	.003
Within Groups	250.924	355	.707		
Total	260.711	358			

The result indicates that there is a statistically significant difference between educational levels and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across four different education level groups being compared, F probability (Sig.) is 0.003, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis thirty-four, which states that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. (H₃₄ Rejected)

Hypothesis thirty-five (H₃₅)

Null hypothesis thirty-five (H₃₅): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

Table 5.41

ANOVA - Comparing the difference between education level and overall customer satisfaction in terms of responsiveness of service quality

ANOVA

PE_RES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.507	3	.169	.255	.858
Within Groups	241.346	364	.663		
Total	241.853	367			

The result indicates that there is no statistically significant difference between educational levels and overall customer satisfaction in terms of responsiveness of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across four different education level groups being compared, F probability (Sig.) is 0.858, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty-five, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. (H₃₅ Accepted)

Hypothesis thirty-six (H₃₆)

Null hypothesis thirty-six (H₃₆): There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

Table 5.42

ANOVA - Comparing the difference between education level and overall customer satisfaction in terms of assurances of service quality

ANOVA

PE_ASS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.834	3	1.278	1.912	.127
Within Groups	241.254	361	.668		
Total	245.088	364			

The result indicates that there is no statistically significant difference between educational levels and overall customer satisfaction in terms of assurances of service

quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurances across four different education level groups being compared, F probability (Sig.) is 0.127, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty-six, which states that there is no difference in terms of assurance between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. (H₃₆ Accepted)

Hypothesis thirty-seven (H₃₇)

Null hypothesis thirty-seven (H₃₇): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by education level.

Table 5.43
ANOVA - Comparing the difference between education level and overall customer satisfaction in terms of empathy of service quality

ANOVA					
PE_EMP	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.706	3	2.235	3.195	.024
Within Groups	253.259	362	.700		
Total	259.965	365			

The result indicates that there is a statistically significant difference between educational levels and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across four different educational levels groups being compared, F probability (Sig.) is 0.024, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis thirty-seven, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by education level. (H₃₇ Rejected)

Hypothesis thirty-eight (H₃₈)

Null hypothesis thirty-eight (H₃₈): There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationality.

In Table 5.44, the null hypothesis is analyzed by using ANOVA to determine statistically significant differences between nationality and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok across four different nationality groups.

- American
- Chinese
- Thai
- Others _____

Table 5.44

ANOVA - Comparing the difference between nationality and overall customer satisfaction in terms of tangibles of service quality

ANOVA					
PE_T	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.372	3	1.124	1.771	.152
Within Groups	221.526	349	.635		
Total	224.898	352			

The result indicates that there is no statistically significant difference between nationalities and overall customer satisfaction in terms of tangibles of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of tangibles across four different nationality groups being compared, F probability (Sig.) is 0.152, which is greater than 0.05. Therefore, the null hypothesis is accepted for hypothesis thirty-eight, which states that there is no difference in terms of tangibles between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationality. (H₃₈ Accepted)

Hypothesis thirty-nine (H₃₉)

Null hypothesis thirty-nine (H₃₉): There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationality.

Table 5.45

ANOVA - Comparing the difference between nationality and overall customer satisfaction in terms of reliability of service quality

ANOVA

PE_REA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.851	3	4.284	6.139	.000
Within Groups	248.391	356	.698		
Total	261.242	359			

The result indicates that there is a statistically significant difference between nationality and overall customer satisfaction in terms of reliability of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of reliability across four different nationality groups being compared, F probability (Sig.) is 0.000, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis thirty-nine, which states that there is no difference in terms of reliability between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationality. (H₃₉ Rejected)

Hypothesis forty (H₄₀)

Null hypothesis forty (H₄₀): There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationalities.

Table 5.46

ANOVA - Comparing the difference between nationality and overall customer satisfaction in terms of responsiveness of service quality

ANOVA

PE_RES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.789	3	2.263	3.507	.016
Within Groups	235.489	365	.645		
Total	242.277	368			

The result indicates that there is a statistically significant difference between nationalities and overall customer satisfaction in terms of responsiveness of service

quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of responsiveness across four different nationality groups being compared, F probability (Sig.) is 0.016, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis forty, which states that there is no difference in terms of responsiveness between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationalities. (H₄₀ Rejected)

Hypothesis forty-one (H₄₁)

Null hypothesis forty-one (H₄₁): There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationalities.

Table 5.47
ANOVA - Comparing the difference between nationality and overall customer satisfaction in terms of assurances of service quality

ANOVA					
PE_ASS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.023	3	3.008	4.602	.004
Within Groups	236.571	362	.654		
Total	245.593	365			

The result indicates that there is a statistically significant difference between nationalities and overall customer satisfaction in terms of assurances of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of assurances across four different nationality groups being compared, F probability (Sig.) is 0.004, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis forty-one, which states that there is no difference in terms of assurance between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationality. (H₄₁ Rejected)

Hypothesis forty-two (H₄₂)

Null hypothesis forty-two (H₄₂): There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage in Bangkok when segmented by nationality.

Table 5.48

ANOVA - Comparing the difference between nationality and overall customer satisfaction in terms of empathy of service quality

ANOVA

PE_EMP

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.834	3	2.278	3.259	.022
Within Groups	253.685	363	.699		
Total	260.518	366			

The result indicates that there is a statistically significant difference between nationalities and overall customer satisfaction in terms of empathy of service quality of Thai Traditional Massage in Bangkok. Customer satisfaction in terms of empathy across four different nationality groups being compared, F probability (Sig.) is 0.022, which is less than 0.05. Therefore, the null hypothesis is rejected for hypothesis forty-two, which states that there is no difference in terms of empathy between overall customer satisfaction with service quality of Thai Traditional Massage in Bangkok when segmented by nationalities. (H_{42} Rejected)

Table 5.49
Summary of results from hypotheses testing

Null Hypotheses	Level of Significant	Results
H ₀₁ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by tangibles.	.000	Reject null hypothesis
H ₀₂ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by reliability.	.000	Reject null hypothesis
H ₀₃ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by responsiveness.	.000	Reject null hypothesis
H ₀₄ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by assurance.	.000	Reject null hypothesis
H ₀₅ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by empathy.	.000	Reject null hypothesis
H ₀₆ : There is no difference between overall satisfaction and service quality of Thai Traditional Massage.	.000	Reject null hypothesis
H ₀₇ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by ages.	.005	Reject null hypothesis

Null Hypotheses	Level of Significant	Results
H ₀₈ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by gender.	.870	Fail to reject null hypothesis
H ₀₉ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by income levels.	.079	Fail to reject null hypothesis
H ₀₁₀ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by occupations.	.071	Fail to reject null hypothesis
H ₀₁₁ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by education levels.	.130	Fail to reject null hypothesis
H ₀₁₂ : There is no difference between customer expectations and perceptions of service quality of Thai Traditional Massage when determined by nationalities.	.001	Reject null hypothesis

Table 5.50

Summary of results from sub - hypotheses testing in terms of each of five dimensions when segmented by different demographic characteristics

Null Hypotheses	Level of Significant	Results
H ₀₁₃ : There is no difference in terms of <u>tangibles</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.	.390	Fail to reject null hypothesis
H ₀₁₄ : There is no difference in terms of <u>reliability</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by ages.	.064	Fail to reject null hypothesis
H ₀₁₅ : There is no difference in terms of <u>responsiveness</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.	.046	Reject null hypothesis
H ₀₁₆ : There is no difference in terms of <u>assurance</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by age.	.001	Reject null hypothesis
H ₀₁₇ : There is no difference in terms of <u>empathy</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by ages.	.005	Reject null hypothesis
H ₀₁₈ : There is no difference in terms of <u>tangibles</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	.559	Fail to reject null hypothesis
H ₀₁₉ : There is no difference in terms of <u>reliability</u> between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	.457	Fail to reject null hypothesis

Null Hypotheses	Level of Significant	Results
H ₀₂₀ : There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	.990	Fail to reject null hypothesis
H ₀₂₁ : There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	.565	Fail to reject null hypothesis
H ₀₂₂ : There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by gender.	.867	Fail to reject null hypothesis
H ₀₂₃ : There is no difference in terms of tangibles between customer expectations and perceptions of service quality Thai Traditional Massage when segmented by income levels.	.132	Fail to reject null hypothesis
H ₀₂₄ : There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.	.004	Reject null hypothesis
H ₀₂₅ : There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.	.213	Fail to reject null hypothesis
H ₀₂₆ : There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.	.023	Reject null hypothesis

Null Hypotheses	Level of Significant	Results
H ₀₂₇ : There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by income levels.	.076	Fail to reject null hypothesis
H ₀₂₈ : There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	.163	Fail to reject null hypothesis
H ₀₂₉ : There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	.007	Reject null hypothesis
H ₀₃₀ : There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	.069	Fail to reject null hypothesis
H ₀₃₁ : There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	.338	Fail to reject null hypothesis
H ₀₃₂ : There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by occupations.	.098	Fail to reject null hypothesis
H ₀₃₃ : There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.	.566	Fail to reject null hypothesis

Null Hypotheses	Level of Significant	Results
H ₀₃₄ : There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.	.003	Reject null hypothesis
H ₀₃₅ : There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.	.858	Fail to reject null hypothesis
H ₀₃₆ : There is no difference in terms of assurances between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.	.127	Fail to reject null hypothesis
H ₀₃₇ : There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by education levels.	.024	Reject null hypothesis
H ₀₃₈ : There is no difference in terms of tangibles between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.	.152	Fail to reject null hypothesis
H ₀₃₉ : There is no difference in terms of reliability between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.	.000	Reject null hypothesis
H ₀₄₀ : There is no difference in terms of responsiveness between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality	.016	Reject null hypothesis

Null Hypotheses	Level of Significant	Results
H ₀₄₁ : There is no difference in terms of assurance between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality	.004	Reject null hypothesis
H ₀₄₂ : There is no difference in terms of empathy between customer expectations and perceptions of service quality of Thai Traditional Massage when segmented by nationality.	.022	Reject null hypothesis



Chapter VI

Summary, Conclusions, and Recommendations

6.1 Summary of Findings

The objective of this research was to study the satisfaction of customers with Thai Traditional Massage service in Bangkok. The study focused on the difference between the perceived service quality and the expected service quality utilizing the five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy, including the overall satisfaction with service quality of Thai Traditional Massage service in Bangkok. Moreover, this research studied the demographic background of customers which was composed of age, gender, incomes, occupations, education, and nationality.

6.1.1 Summary of findings of demographic characteristics profile

According to distribution of gender results, the largest group was female which represented 232 respondents or 60.7%. The largest age group was those respondents who were 30-40 years old (191 respondents or 49.7%). Furthermore, the majority of income levels were greater than 25,000 Baht (187 respondents or 49.0%). A total of 222 respondents or 58.3% were people who hold Bachelor's degrees. By occupations and nationalities, most respondents were employees and Thai nationals, respectively.

6.1.2 Summary of findings of hypotheses testing

Hypotheses Testing

1. The study tested the differences between expectations and perceptions of service quality of Thai Traditional Massage service in all five dimensions (hypotheses 1-5) including the overall satisfaction (hypothesis 6)

Hypotheses 1 to 6 used Paired-Samples t-Test to evaluate the results of the difference between the perceived service quality and the expectation of service quality on the five dimensions of service quality.

The result of testing the Hypothesis 1 to 6 found that there are statistically significant differences between expectations and perceptions of service quality of Thai Traditional Massage service in all five dimensions including the overall

expectation and perception. The result of the two-tailed significance of perceived service quality of customers was less than the expectation of service quality of customers.

2. The differences between expectations and perceptions of service quality of Thai Traditional Massage service when segmented by demographic characteristics (hypotheses 7-12)

In order to evaluate the overall customer satisfaction of service quality of Thai Traditional Massage in Bangkok when segmented by different demographic characteristics, for Hypothesis 7 to 12, One-Way analysis of Variance (ANOVA) was utilized to evaluate the results that showed differences between the perceived service quality and the expectation of service quality (customer satisfaction).

The results showed that there are differences in customer satisfaction when segmented by age, and nationality. However, there are no differences of customer satisfaction when segmented by gender, income, occupation, and education.

3. The differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of each of the five dimensions segmented by different demographic characteristics

Hypothesis 13 to 42 used One-Way analysis of Variance (ANOVA) to evaluate the results of differences between the perceived service quality and the expectation of service quality in each of the five dimensions of service quality when segmented by different demographic characteristics as follows: age, gender, income, occupation, education, and nationality.

The results of testing Hypotheses 13 to 42 showed that there are statistically significant differences between expectations and perceptions of service quality of Thai Traditional Massage service in the five dimensions including the overall expectation and perception when segmented by different demographic factors as follows:

Age

There are differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of the responsiveness, assurance, and empathy dimensions.

Gender

There are no differences between expectations and perceptions of service quality of Thai Traditional Massage service in all five dimensions.

Incomes

There are differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of the reliability, and assurance dimensions.

Occupations

There are differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of the reliability dimension.

Education

There are differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of the reliability, and empathy dimensions.

Nationality

There are differences between expectations and perceptions of service quality of Thai Traditional Massage service in terms of the reliability, responsiveness, assurance, and empathy dimensions.

6.2 Conclusions

The purpose of this thesis was to examine the differences between expectations of service quality and perceptions of service quality (satisfaction) with Thai Traditional Massage service in Bangkok. The service quality gap model (SERVQUAL) served as the means for assessing customer expectations and perceptions. As noted from the results of the analysis from Table 5.49 in chapter 5, there were significant differences in terms of five SERVQUAL dimensions; tangibles, reliability, responsiveness, assurance, and empathy between customer expectations and customer perceptions of service quality with Thai Traditional Massage service in Bangkok. It denoted that there was the gap between customer expectation and customer perception. It can be interpreted that if the gap is negative, it means that the perception score exceeds or equals the expectation score ($E \geq P$),

customers are satisfied with service quality of Thai Traditional Massage service in Bangkok. If the gap is positive, it means that the perception score below the expectation score ($E > P$), customers are dissatisfied with the service quality of Thai Traditional Massage service in Bangkok. Therefore, from the results, it can be interpreted that the actual performance did not match with customer expectation ($E > P$).

In addition, overall customer satisfaction when segmented by different demographic characteristics revealed a significant difference between customer satisfaction of service quality with Thai Traditional Massage service in Bangkok when customers was segmented by different age, and nationality. In contrast, there was no difference in customer satisfaction of service quality with Thai Traditional Massage service in Bangkok when customers were segmented by different gender, incomes, occupations, and education.

6.3 Recommendations

Apart from the results, there are differences between the customer expectations and perceptions of service quality with Thai Traditional Massage service in Bangkok that can be interpreted as customer dissatisfaction in all five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

There are some recommendations for each dimension in order to understand and improve the quality of service of Thai Traditional Massage:

Tangibles

Tangibles refer to physical facilities, equipment, personnel, and communication materials. Therefore, Thai Traditional Massage businesses should provide more facilities that emphasize comfort and provide a pleasant environment with particular attention given to adequate size, cleanliness, as well as modern and luxurious furniture and equipment. Moreover, the building should be well ventilated with fresh air but not at too low a temperature in order to enable customers to relax. The lights should not be too bright. In addition, tools or equipment should be cleaned and comfortable. The place where service is provided should be well decorated and aromatic smells can be pumped in, so that customer feels relaxed which leads to satisfaction. Uniforms of employees should be neat and clean. Employees should be well groomed, polite, friendly, and act in a professional manner. In addition, visually

pleasing pamphlets or notices listing the price of each service should be prominently displayed. While, customer is waiting for the service, the provider should provide some newspapers, magazines and some drinks for the customers.

Reliability

Reliability refers to the dependability and accuracy of the service. It means that the Thai Traditional Massage place has to perform the service right the first time as well as honor its promises. Thus, Thai Traditional Massage businesses should ensure efficient timekeeping, delivering service exactly as advertised that it is quite important. For example, if the schedule for massage is two hours, employees should strictly adhere to that.

Responsiveness

Responsiveness refers to the willingness of employees to help customers and provide prompt service. Therefore, employees of Thai Traditional Massage business should concentrate on taking into account what customers require and provide exactly what is expected. Furthermore, employees should not only perform services on time, but also respond to customers' requirements enthusiastically. Moreover, employees should be trained not only in the knowledge of work, but also have willingness to respond to customer needs.

Assurance

Assurance refers to knowledge, courtesy, and ability of employees to convey trust and confidence. Hence, employees of Thai Traditional Massage business should be trained not only in the skills and knowledge of the Thai Traditional Massage service, but also use appropriate manners when in contact with customers such as politeness, consideration, and friendliness to make customer feel good. When customers feel satisfied, secure and confident in the hands of a Thai Traditional Massage service they will remain loyal to it and return regularly thereafter.

Empathy

Empathy refers to caring, individualized attention, understanding, and attentiveness to customers' requirements. Therefore, Thai Traditional Massage business should care for customers in order to provide outstanding individual service.

In addition, Thai Traditional Massage businesses should provide the best service facility such as appropriately operating hours, and convenience of location. Moreover, Thai Traditional Massage place needs to train employees in language skills, so they can understand the specific requirements of customers.

Finally, the summary and conclusion of this research is intended as a guide to understanding customer needs and satisfaction in order to improve the Thai Traditional Massage service business in the future.

6.4 Further Research

Further study of customer satisfaction with Thai Traditional Massage in Bangkok survey should be conducted on other service of the massage such as foot massage in order to know the opinion of customers from different types of massage service. In addition, further research should be studied customer satisfaction in different places where massage is given in order to know customers' need and the channel to distribute the massage service over the country such as uptown, hospitals, hotels, and upcountry places.

Moreover, further study should also be conducted on post massage healing as well as supplementary treatments such as acupuncture and holistic treatments.

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Questionnaire

The following questionnaire is designed to study “ The Satisfaction of Customers with Thai Traditional Massage in Bangkok”. The information will provide data to support the analysis for the completion of my MBA thesis at Assumption University. The intent of the study is to better understand the satisfaction of customers with Thai Traditional Massage service.

Thank you very much for your time and cooperation.

The questionnaire is composed of four parts:

Part I : Expectations of Service Quality

Part II : Perceived of Service Quality

Part III : Satisfaction on Service Quality

Part IV : Personal Data

Part I: Expectations of Service Quality

Please read the statements related to your opinion of Thai Traditional Massage services and indicate by using a level of agreement or disagreement as follows:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Traditional Thai Massage:	1	2	3	4	5
1. It should have up-to-date equipment.					
2. Its physical facilities should visually be appealing.					
3. Its employees should be neat in appearance.					
4. Its materials associated with the service (such as pamphlets or statements) should visually be appealing.					
5. It should fulfill its promise within committed time period.					
6. It should show sincere interest in solving customers' problem, whenever they have it.					
7. It should accurately perform the service right at the first time.					
8. It should provide the service at the committed time.					
9. It should keep its record accurately.					
10. Its employees should exact tell customers when service will be performed.					
11. Its employees should give prompt service to customers.					
12. Its employees should always be willing to help customers.					
13. Its employees should never be too busy to respond to customer's requests.					
14. The customer should be able to trust his employees.					
15. Customers should feel safe in their transactions.					
16. Its employees should be consistently courteous with customers.					
17. Its employees should have the knowledge to answer customers' questions.					
18. It should give individual attention to customers.					
19. It should have operating hours convenient to all its customers.					
20. Employees should give personal attention to customers.					
21. It should have the customer's best interests at heart.					
22. Its employees should understand the specific needs of its customers.					

Part II: Perception of Service Quality

Please read the statements related to your feelings about Thai Traditional Massage services and indicate by using a level of agreement or disagreement as follows:

- 1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

Traditional Thai Massage	1	2	3	4	5
1. It has up-to-date equipment.					
2. Its physical facilities are visually appealing.					
3. Its employees are neat in appearance.					
4. Its materials associated with the service (such as pamphlets or statements) are visually appealing.					
5. It is fulfill its promise within committed time period.					
6. It shows sincere interest in solving customer's problem, whenever they have it.					
7. It performs the service right at the first time.					
8. It provides the service at the committed time.					
9. It keeps its record accurately.					
10. Its employees exact tell customers when service will be performed.					
11. Its employees give prompt service to customers.					
12. Its employees are always willing to help customers.					
13. Its employees are never too busy to respond to customer's requests.					
14. Customer can trust its employees.					
15. Customers feel safe in their transactions.					
16. Its employees are consistently courteous with customers.					
17. Its employees have the knowledge to answer customers' questions.					
18. It gives individual attention to customers.					
19. It has operating hours convenient to all its customers.					
20. Employees give personal attention to customers.					
21. It has the customer's best interests at heart.					
22. Its employees understand the specific needs of its customers.					

Part III: Satisfaction with Service quality

1. Your assessment after availing the services of Thai Traditional Massage in Bangkok.

☐ Highly Satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly Dissatisfied

Part IV: Personal Data

1. Age

<input type="checkbox"/> Below 30 years old	<input type="checkbox"/> 30-40 years old
<input type="checkbox"/> 41-50 years old	<input type="checkbox"/> Above 50 years old

2. Gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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3. Income (monthly)

<input type="checkbox"/> Less than 10,000 Baht	<input type="checkbox"/> 10,000-15,000 Baht
<input type="checkbox"/> 15,001-25,000 Baht	<input type="checkbox"/> Greater than 25,000 Baht

4. Occupation

<input type="checkbox"/> Student	<input type="checkbox"/> Employee
<input type="checkbox"/> Government Official	<input type="checkbox"/> Other _____

5. Educational level

<input type="checkbox"/> Lower than Bachelor's Degree
<input type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Master's Degree
<input type="checkbox"/> Higher than Master's Degree

6. Nationality

<input type="checkbox"/> American	<input type="checkbox"/> Chinese
<input type="checkbox"/> Thai	<input type="checkbox"/> Others _____

แบบสอบถาม

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามฉบับนี้ถูกจัดทำขึ้นเพื่อศึกษา “ความพึงพอใจของลูกค้าต่อการนัดหมายไทยในเขตกรุงเทพมหานคร” แบบสอบถามนี้เป็นข้อมูลในการประมวลวิทยานิพนธ์ของนักศึกษาปริญญาโท มหาวิทยาลัยอัสสัมชัญ จุดมุ่งหมายของการศึกษาเพื่อที่จะเข้าใจความพึงพอใจของลูกค้าต่อการนัดหมายไทยได้ดียิ่งขึ้น ผู้จัดทำหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือจากท่านผู้ตอบแบบสอบถามทุกท่านในการตอบแบบสอบถามและขอขอบพระคุณที่ท่านได้สละเวลาของท่าน และให้ความร่วมมือเป็นอย่างดีในการตอบแบบสอบถามฉบับนี้

แบบสอบถามประกอบด้วย 4 ส่วน ดังนี้

ส่วนที่ 1: ความคาดหวังของคุณภาพการบริการ

ส่วนที่ 2: คุณภาพของการบริการที่ได้รับ

ส่วนที่ 3: ความพึงพอใจในคุณภาพของการบริการ

ส่วนที่ 4: ข้อมูลส่วนบุคคล

ส่วนที่ 1: ความคาดหวังของคุณภาพการบริการ

โปรดแสดงความคิดเห็นของท่านเกี่ยวกับ ความคาดหวังการให้บริการของสถานที่นัดหมายไทย โดยพิจารณาระดับความคาดหวังของท่าน โดยพิจารณาคะแนนจาก 1-5 ดังนี้

1 = ไม่เห็นด้วยอย่างยิ่ง

2 = ไม่เห็นด้วย

3 = เฉยๆ

4 = เห็นด้วย

5 = เห็นด้วยอย่างยิ่ง

	1	2	3	4	5
1. สถานที่นัดควรมีอุปกรณ์ในการให้บริการที่ทันสมัย					
2. สิ่งอำนวยความสะดวกของสถานที่นัดควรมีความดึงดูดเมื่อพบเห็น					
3. พนักงานควรแต่งกายสุภาพเรียบร้อย					
4. ในสถานที่ให้บริการควรมีเอกสาร หรือแผ่นพับที่ดึงดูดความสนใจและเห็นชัดเจน					
5. สถานที่นัดควรมีการให้บริการตามที่ได้ประชาสัมพันธ์ไว้กับลูกค้า					
6. เมื่อลูกค้ามีปัญหา สถานที่นัดควรให้ความช่วยเหลืออย่างเต็มใจและรวดเร็ว					
7. สถานที่นัดควรมีการตรงตามที่ลูกค้าต้องการตั้งแต่ครั้งแรก					
8. สถานที่นัดควรมีการที่รวดเร็วทันใจตามที่บอกกล่าวไว้					
9. สถานที่นัดควรมีการจัดเก็บข้อมูลของลูกค้าอย่างถูกต้อง					
10. พนักงานควรแจ้งให้ลูกค้าทราบถึงเวลาที่จะสามารถให้บริการกับลูกค้าได้					
11. พนักงานควรให้บริการที่รวดเร็วทันใจแก่ลูกค้า					
12. พนักงานควรยินดีและเต็มใจให้บริการลูกค้าเสมอ					
13. พนักงานควรมีความพร้อมที่จะให้บริการตลอดเวลาที่ลูกค้าต้องการ					
14. พนักงานควรที่จะสามารถสร้างความมั่นใจให้กับท่านเมื่อใช้บริการ					
15. ท่านรู้สึกวางใจและปลอดภัยเมื่อติดต่อกับพนักงาน					
16. พนักงานควรสุภาพอ่อนน้อมต่อลูกค้าเสมอ					
17. พนักงานควรมีความรู้ในการตอบคำถามลูกค้า					
18. พนักงานควรให้ความสนใจต่อลูกค้าเสมอภาคทุกคน					
19. สถานที่นัดควรมีเปิดให้บริการในเวลาที่เหมาะสมสำหรับลูกค้า					
20. พนักงานควรให้บริการที่เสมอภาคต่อลูกค้าทุกระดับ					
21. สถานที่นัดควรมีคำนึงถึงประโยชน์ของลูกค้าเป็นสำคัญ					
22. พนักงานควรเข้าใจถึงความต้องการของท่าน					

ส่วนที่ 2: คุณภาพของการบริการที่ได้รับ

โปรดแสดงความคิดเห็นของท่านเกี่ยวกับ ระดับการบริการที่ได้รับจริงจากสถานที่นัดหมายไทย โดยพิจารณาระดับความรู้สึกของท่าน โดยพิจารณาคะแนนจาก 1-5 ดังนี้

- 1 = ไม่เห็นด้วยอย่างยิ่ง
2 = ไม่เห็นด้วย
3 = เฉยๆ
4 = เห็นด้วย
5 = เห็นด้วยอย่างยิ่ง

	1	2	3	4	5
1. สถานที่นัดหมายอุปกรณ์ในการให้บริการที่ทันสมัย					
2. สิ่งอำนวยความสะดวกของสถานที่นัดหมายมีความดีจุดเมื่อพบเห็น					
3. พนักงานแต่งกายสุภาพเรียบร้อย					
4. ในสถานที่ให้บริการมีเอกสาร หรือแผ่นพับที่ดึงดูดความสนใจและเห็นชัดเจน					
5. สถานที่นัดหมายให้บริการตามที่ได้ประชาสัมพันธ์ไว้กับลูกค้า					
6. เมื่อลูกค้ามีปัญหา สถานที่นัดหมายให้ความช่วยเหลืออย่างเต็มใจและรวดเร็ว					
7. สถานที่นัดหมายให้บริการตรงตามที่ลูกค้าต้องการตั้งแต่ครั้งแรก					
8. สถานที่นัดหมายให้บริการที่รวดเร็วทันใจตามที่บอกกล่าวไว้					
9. สถานที่นัดหมายมีการจัดเก็บข้อมูลของลูกค้าอย่างถูกต้อง					
10. พนักงานแจ้งให้ลูกค้าทราบถึงเวลาที่จะสามารถให้บริการกับลูกค้าได้					
11. พนักงานให้บริการที่รวดเร็วทันใจแก่ลูกค้า					
12. พนักงานยินดีและเต็มใจให้บริการลูกค้าเสมอ					
13. พนักงานมีความพร้อมที่จะให้บริการตลอดเวลาที่ลูกค้าต้องการ					
14. พนักงานสามารถสร้างความมั่นใจให้กับท่านเมื่อใช้บริการ					
15. ท่านรู้สึกพอใจและปลอดภัยได้เมื่อติดต่อกับพนักงาน					
16. พนักงานสุภาพอ่อนน้อมต่อลูกค้าเสมอ					
17. พนักงานมีความรู้ในการตอบคำถามลูกค้า					
18. พนักงานให้ความสนใจต่อลูกค้าเสมอภาคทุกคน					
19. สถานที่นัดหมายเปิดให้บริการในเวลาที่เหมาะสมสำหรับลูกค้า					
20. พนักงานให้บริการที่เสมอภาคต่อลูกค้าทุกระดับ					
21. สถานที่นัดหมายคำนึงถึงประโยชน์ของลูกค้าเป็นสำคัญ					
22. พนักงานเข้าใจถึงความต้องการของท่าน					

ส่วนที่ 3: ความพึงพอใจในคุณภาพของการบริการ

1. การประเมินคุณภาพของการบริการนัดหมายไทยในเขตกรุงเทพมหานครของท่าน

☐ พึงพอใจมาก

☐ พึงพอใจ

☐ ปานกลาง

☐ พึงพอใจน้อย

☐ พึงพอใจน้อยมาก

ส่วนที่ 4: ข้อมูลส่วนบุคคล

1. อายุ

☐ ต่ำกว่า 30 ปี

☐ 30-40 ปี

☐ 41-50 ปี

☐ มากกว่า 50 ปี

2. เพศ

☐ ชาย

☐ หญิง

3. รายได้ (ต่อเดือน)

☐ น้อยกว่า 10,000 บาท

☐ 10,000-15,000 บาท

☐ 15,001-25,000 บาท

☐ มากกว่า 25,000 บาท

4. อาชีพ

☐ นักเรียน / นิสิต / นักศึกษา

☐ พนักงาน

☐ ข้าราชการ

☐ อื่นๆ _____

5. ระดับการศึกษา

☐ ต่ำกว่าปริญญาตรี

☐ ปริญญาตรี

☐ ปริญญาโท

☐ สูงกว่าปริญญาโท

6. สัญชาติ

☐ อเมริกา

☐ จีน

☐ ไทย

☐ อื่นๆ _____