

The Abstract

This research aimed at studying the relationship between Service Quality Dimensions and Customer Relationship of Pest Control Business in Phuket Area. The study is made to find out factors to distinguish customer relationship through service quality dimensions.

The conceptual model is established to test the significant association of the service quality dimensions (independent variables) which are tangibles, reliability, responsiveness, assurance and empathy by using SERVQUAL assessment methodology to customer relationship (dependent variable) in two groups; short-term and long-term relationship of Pest Control Business in three districts of Phuket province. SERVQUAL is the most popular service quality measurement technique that can examine the service quality in the customer viewpoint. The study was conducted to find out if there is a significant distinguishing of customer relationship through service quality dimensions.

The research instrument is 400 questionnaires that were completed by 200 males and 200 females who are current household pest control service customers in Phuket. After gathering information from the respondents, the data are analyzed through SPSS program. Descriptive statistics is used to describe general information by percentage analysis. Discriminant Analysis method is used to distinguish groups of customer relationship through service quality dimensions. The majority of respondents in the study are business owners holding bachelor's degree, aging between 41-50 years old, having an income level between 30,000-40,000 baths per month.

From hypothesis testing, the results showed that all the service quality dimensions, which are tangibles, reliability, responsiveness, assurance and empathy, have significant and distinguished customer relationships into short-term and long-term. Among those five dimensions, assurance is the most important factor distinguishing customer relationship in Pest Control Business followed by responsiveness, empathy, reliability and tangibles dimensions respectively.

This research provided useful information for the executives or owners of Pest Control Business to provide service quality that can create customer satisfaction, which leads to high profitability of the company. They should focus on the five dimensions of the service quality, especially assurance, the most important factor, as guidelines to improve service quality for maintaining long-term relationship with the customers. Moreover, the research provided managerial guidelines to service quality improvement.

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