

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.