

ABSTRACT

Initially, development of theory and processes for the evaluation of service quality lagged behind that for evaluating product quality. To understand female consumers' views of the quality level in Beauty salon business, service providers and service owners should consider perceptions of service input and service processes, as well as service outcome. Beauty salon is an establishment providing women with services that include hair treatment, manicures, and facials (Hornby, 1995).

The research was focused to study the effect of evaluative criteria on female customers' perception of quality of beauty salon. The conceptual framework used on this research, evaluates 10 independent variable, to find out which one (s) has effect on female customers' perception of quality of beauty salon or not, to estimate the relative important of each independent variable, on female customers' perception of quality of beauty salon.

The research instrument consist of 200 questionnaires that were completed by female customers who received beauty service in any of the 20 registered beauty salons in 5 districts, which have the highest number of registered beauty salon in Bangkok. The top 5 districts which have the highest number of registered beauty salon shops are Pathumwan, Latprao, Watthana, Bang-rak, and Payathai, in that order.

After gathering information from the people surveyed, the data was analyzed through SPSS program. Descriptive statistics was used to describe general information by percentage and frequency analysis. Multiple regression analysis was used to test the tenth equations of the Hypotheses. The majority of respondents in this research are female

customers holding Bachelor's degree, Aging between 20 – 40 years old, employee status, and having an income level between 10,000 – 30,000 Bath per month.

The findings showed that from 10 independent variables of evaluative criteria only 4 independent variables that have effect on female customers' perception of quality of beauty salon. These are the Customers' physical appearance after they leave the salon; The place, it means the Beauty salon shop itself, the Validation of customers beliefs, and the Equipment. Another 6 independent variable of evaluative criteria have no effect on female customers' perception of quality of beauty salon, These are: the Appearance of Hairdresser, the processes of hairdressing, the interactive communication between hairdresser and customer, the image of the Salon, the Antithetical performance of the hairdresser, and the Emotional satisfaction. Although, those factors that have no effect on female customers' perception of quality of beauty salon, still the service owners and service providers should keep these all factors in mind, in order to give their customers, satisfaction beyond their expectation. However, as per the result of this study, the service owners and service providers should focus on the main 4 independent variables of evaluative criteria and to use them as a top reference for a successful Beauty salon operation.

The findings of this research can assist people that want to establish Beauty Salons and make them a lucrative business; and far more, not only for service providers and service owners but also for customers who receive services at Beauty salon shops.