

ABSTRACT

The purpose of the research is to study of the relationship of service quality dimensions in terms of reliability, responsiveness, assurance, tangibility, and empathy and MSMS's call center performance. The research design is based on the action research model at the first stage called diagnosis. The problem was identified from the results of the management decision to establish the call center system to make the company more effective than competitors. The Call Center concept was introduced to the tyre business by MSMS. The research used both of the descriptive and inferential statistics run by SPSS program. A questionnaire was designed that consisted of thirty-nine questions which include demographic profiles, service quality dimensions, and the call center performance factors, based on the conceptual framework of the study. The respondents consisted of 169 (56.33%) of MSMS's customers who used the call center service.

The highlights of the research findings are as follows:

- The MSMS's customers who are the respondents on the study mostly belonging to the middle age range, evenly distributed by gender, mostly at the manager level with long experience in tyre business, and are frequent users of the call center service.
- Reliability, Assurance, Empathy were found to have a positive relationship to Speed of response.
- However, None of five-service quality dimensions had relationship to Length of response.
- But Assurance had positive relationship to No referral
- All of five service quality dimension had relationship to overall Call center performance and the one with most influence was Empathy