

Research Project Title : The impact of service quality on customer satisfaction: A case of Sharp Thebnakorn's service center

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ABSTRACT

This research project examines and measures service quality of Sharp Thebnakorn's service center toward customer's expectation and perceived performance measures by incorporating statistical tools such as descriptive and inferential analysis. This study follows Parasuraman's SERVQUAL measurement of service quality and questionnaire design that includes 21 Likert scale items measuring five dimensions of service quality of Sharp Thebnakorn's service center.

The general products of Sharp can be categorized in to Audio Visual and communication products and Office Automation products. The questionnaire is developed to identify customer's needs and expectation on service that the customer will get from employees and organization, which focuses on customer's perceived performance, expectation and customer's satisfaction on service quality of Sharp Thebnakorn's service center. The development of questionnaire aims to answers key research questions; do 5 dimensions of service quality which are reliability, responsiveness, assurance, tangibles, and empathy affect the customer's satisfaction?

and what are the extents to which the difference between customer's expectation and customer's perceived performance resulted in a customer's satisfaction?

Self-administered questionnaires are used as the primary data and are given customers that have experience at Sharp Thebnakorn's service center. The self-administered questionnaire was given to 384 customers that they had received service at Sharp Thebnakorn's service center during September 18-27, 2006 at 8.30am to 7pm.

This study found that customers were dissatisfied with Sharp Thebnakorn's service center in term of responsiveness and tangibles dimension of service quality. However, this study also found that customers were satisfied Sharp Thebnakorn's service center in term of reliability, assurance and empathy dimensions of service quality.

This study suggests areas of improvement of Sharp's service center in order to serve better and make customers satisfy or happy with the service center, which would create competitive advantage in an electronic industry. The future area of study is suggested such as the study of staffs' satisfaction and evaluation of corporate policy.