

## ABSTRACT

This thesis aimed to study on the impact of organization development intervention of service quality of a service department staff at Nimble Marketing Ltd., a consumer electronic products trading company in Thailand.

In the trading business where competition no longer relied on merely technological advancement alone, tangibles and intangibles have played vital parts in leading the organization ahead, interdependently. Organization that prepares itself to changes will not only survive but advance in adapting itself to changes.

This paper presented the diagnosis of as-is situation of the quality of service and appropriate organization development intervention to improve its service quality in five dimensions adapted from SERVQUAL. The researcher used the questionnaire distribution, interview, focused-group discussion and observation in gathering data with 246 external respondents and 7 internal respondents, end-users and front-line staffs accordingly. The descriptive statistics along with the Statistical Package for Social Sciences (SPSS) had been utilized to analyze the data gathered.

The appropriate organization development intervention applied such as technological training and department workshop had significantly made impact on respondents' reflection on the quality of service resulted in the organization as a whole. Front-line service staffs had made use of the training and workshop provided to improve most service dimension reflected from end-users and themselves such as tangibility, reliability and empathy. However, the intervention was not significantly different in the all service dimension of which the researcher had thus recommended implementing the continuous training and workshop in order to sustain the long-term ODI.