

## ABSTRACT

Exhibitions have emerged as an increasingly significant component of industrial companies' marketing and selling strategies around the world. At the current time, the Thai exhibition industry is important to the Thai economy because it contributes revenues of more than 7,500 billion baht a year to the country. Thailand now has world-class exhibition facilities, global organizing players, a strong cast of exhibition cluster components and many well-established exhibitors that serve not only Thai industries but the South East Asia region as well. Due to the high level of competition and the growing importance of Thai exhibition industry, it is crucial to understand how service quality, offered by the exhibition centers, has an influence on customers' satisfaction.

Thus, this research aimed to study the relationship between service quality and exhibitors' satisfaction and also to compare the satisfaction level among three exhibition centers in Thailand. SERVPERF model has been applied in this study to measure the customer perceptions of service quality.

In this study, the researcher examined the perception of exhibitors on the service quality and their satisfaction of service quality provided by three exhibition centers in Thailand, which are BITEC exhibition center, IMPACT exhibition center, and QSNCC exhibition center. Three hundred and ninety questionnaires were distributed to the exhibitors who displayed goods and services in Bangkok. The respondents were asked to rate the perception and satisfaction with the services provided by each exhibition center on a seven point Likert scale.

The data was analyzed by using the Statistic Package for Social Science (SPSS). Descriptive analysis was used to describe general information by providing

percentage and frequency analysis. The Simple Linear Regression Analysis, Multiple Regression Analysis and the Analysis of Variance (ANOVA) were used to test hypotheses.

From data analysis, the researcher found that the service quality in terms of five dimensions including tangibles, reliability, responsiveness, assurance, and empathy of exhibition centers had a relationship with the exhibitors' satisfaction. Relative importances of service quality dimensions on level of satisfaction are also found in this study. Among three exhibition centers, the exhibitors were most satisfied with IMPACT exhibition center, followed by QSNCC exhibition center and BITEC exhibition center.

