

ABSTRACT

KEY COMPONENTS OF SERVICE QUALITY MEASUREMENT SYSTEM: A CASE STUDY OF INTERNATIONAL PETROLEUM 1987 COMPANY LIMITED

Service Quality has become a predominant part of all advanced organization strategic plans. Increasing attention paid to service quality has resulted in more progress on the customers' perceptions of service encounter and profit for organizations.

The main objective of this study was to find out the key components of service quality measurement system of International Petroleum 1987 Company Limited by using SERVQUAL assessment methodology. SERVQUAL (Zeithaml, et al., 1990) is the most popular service quality measurement technique as it can examine the service quality from the customers' viewpoints by comparing customers' perceptions in service quality with their expectations. So this can reflect the level of satisfaction of the customers.

A survey questionnaire included the SERVQUAL instrument was distributed to determine the level of customers' expectations and perceptions of service quality of International Petroleum 1987 Co., Ltd. A total of 234 respondents who owned shops in four regions- Bangkok and Metropolitans, North, Central and East, Northeast completed these questionnaires.

The participants were asked to score 20 statements in order to evaluate their perception of service provide by International Petroleum 1987 Co., Ltd. Then they were asked to score another 40 statements that would measure their expectations and perceptions of the actual service they received.

Finally, the participants completed the demographic factors including gender, age, the length of service, education level, shop location, and frequency of purchasing from the company. Analysis of discrepancy between their expectations and perceptions were conducted using SPSS.

Major findings from the study indicated empathy is the key component of service quality measurement system of International Petroleum 1987 Co., Ltd. The expectation of service quality was highest in the reliability dimension and lowest in tangibles dimension, and this result is because the company is in this business for a long time. And the perception of service quality was highest in assurance dimension and lowest in tangibles dimension. Moreover, the finding from this study pointed out the difference between expectations and perceptions in reliability and responsiveness dimensions of the company.

This research provided useful information for service quality planning and improvement as well as marketing strategy formulations. Moreover, the research provided managerial guidelines for service quality improvements.