

ABSTRACT

Nowadays, hotel industry has become very high competitive. Every hotel attempts to provide full range facilities and deliver high quality services in order to satisfy the customers' needs. Restaurant service is one facility in a hotel business that is greatly related to services.

The primary purpose of this research was to study customer satisfaction with the restaurant service of the Sea View Coffee Shop which is one restaurant in Garden Sea View Resort hotel, Pattaya. The researcher focused on the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy by using SERVQUAL assessment methodology. This study examined the service quality from the customers view point by comparing their expectation of service quality with what they actually receive.

In this research, the SERVQUAL instrument was used to collect the data, which are divided into three parts: expectation measurement, perception measurement, and the last part the researcher was also considered demographic factors. The 384 copies of questionnaire were distributed to the customers, both Thai and foreign, who have used service of the Sea View Coffee Shop.

To analyze the data, the researcher applied two-tailed Paired Sample t-test, Independent t-test, and One-Way Analysis of Variance (ANOVA) for testing the hypotheses in order to determine the difference between customer expectations and perceptions of service quality.

The result of the study showed that there are significant difference between customer expectations and perceptions of service quality of the Sea View Coffee Shop, Pattaya which indicated an unacceptable level of service quality delivered by the coffee shop. Furthermore, the results exhibited there was a significant difference in expectation of service quality for customers who differ in income level, whereas the demographic factors that had no influence on the expectations of service quality was gender, age, nationality, and education level. However, the findings showed that there was a difference in perceptions of service quality for customers who differ in nationality, income level, and education level. And two demographic factors that had no influence on customer perception of service quality were gender and age level.