

**SATISFACTION OF CUSTOMERS TOWARD SERVICE QUALITY OF  
BERLITZ LANGUAGE CENTER: A CASE STUDY AT SILOM  
BRANCH**

**Author:** Ms. Anantaporn Saengthong **Advisor:** Dr. Poonsri Vate-U-Lan **Degree:**  
Master of Science in Management **School:** School of College of Internet Distance  
Education **Year:** 2008

**ABSTRACT**

This study examined the satisfaction of customers toward Service Quality of Berlitz Language Center at Silom Branch. The purpose of this study was to identify the factors of service quality that affects the customer's satisfaction of Berlitz Language Center at Silom branch.

The methodology used in this research was a survey research. The population was 128 students at Berlitz Language Center and census technique was used. The researcher used descriptive statistic to analyze demographic profile of the respondents. The inferential statistic used was Multiple Linear Regressions to test all three hypotheses of the study.

The results of the study indicated that customer's satisfaction is influenced by all three dimensions of service quality; service product, service delivery and service environment. The results also found that the most influential factor that affects to customer's satisfaction was service product.

Finally, this study concluded with some suggestions for future research study such as to measure in-depth of influenced variables and develop the questions into open-ended. This research study was limited to only Berlitz Language Center Silom branch, thus, further research should conducted with the other branches or other language centers.

**Key Words:** Service Quality, Service Product, Service Delivery, Service Environment, Customer's Satisfaction.