

Research Project Title: CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY IN A CAR REPAIR BUSINESS: A CASE STUDY OF 148 THEPARAK CO.,LTD

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ABSTRACT

The study investigated customers' expectations and customers' perceptions of service quality in 148 TPR, using Gap 5 which is the difference between expectations and perceptions. Moreover, the research identified the demographic characteristics of 148 TPR's customers and the differences in their expectations and perceptions when classified by variables such as age, gender, income level and occupation.

The researcher selected and applied the questionnaire from the SERVQUAL Model developed by Parasuraman, Zeithaml, and Berry in 1985. The questionnaire was distributed to 217, 148 TPR's customers before (expectations) and after (perception of performance) they had their cars repaired. Data obtained from the questionnaires were analyzed with the help of SPSS. The researcher used the Paired Samples T-Test to identify whether there is difference between customers' expectations and customers' perceptions of service quality of 148 TPR. The One-Way ANOVA Test was applied in order to find whether there is difference in expectations of service quality and difference in perceptions of it when classified by demographic variables.

The results showed statistically significant gaps between customers' expectations and customers' perceptions of service quality regarding four of the five dimensions, which were tangible, responsiveness assurance and empathy. The only dimension, reliability, showed no significant gap between customers' expectations and customers' perceptions. One-Way ANOVA Test results showed that there was no difference in expectations of service quality when classified by age and gender, however there were differences when classified by income level and occupation. Moreover, One-Way ANOVA Test results showed that there were no differences in perceptions of service quality when classified by demographic characteristics.

Based on the findings, the researcher proposed recommendations to the organization in order to improve work processes and marketing. The research concluded with suggestions for future study.

Key Words: Customer Expectation, Customer Perception, Car Repair Business, GAP5, SERVQUAL