

ABSTRACT

The purpose of this study was to examine the difference between each individual characteristic of customer's perceptions and expectations in service quality of boutique hotels then identify the relationship between customer's expectations towards each dimension of service quality and also customer's perceptions. This study focused further on the gap between customer's expectations and customer's perceptions in the service quality of boutique hotels in Pranburi Prachuap Khiri Khan province. The overall mean score of customer's perceptions was higher than customer's expectations. This study shows a positive SERVQUAL gap. Hence, customers were satisfied with all dimensions of service quality. The result showed both strengths and weaknesses of customer's expectations and customer's perceptions of the service quality. Tangibility was showed to be the strongest dimension of customer's satisfaction. Management team should continually maintain the attributes of tangible service quality at hotel. For the customer's expectations, assurance was the highest dimension while as the rest are lower than 4.00. Management team should arrange special courses to improve their staff in aspect of tangibility, reliability, responsiveness, and empathy to reach the highest customers' expectation to become a first choice in customer's mind.

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