

Chonchanok Chidprasert 2013: Comparison of Expectation and Perception on Service Quality between Advanced Info Service Public Company Limited Service Center and Total Access Communication Public Company Limited Service Center. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Tipparat Laohavichien, Ph.D. 147 pages.

The objectives of this research was to compare the level of customers' expectation and perception on service quality of Advanced Info Service Public Company Limited service center and Total Access Communication Public Company Limited service center. This research focused only on the service centers that locate inside department stores in Bangkok. The samples used in this research were 380 customers per company.

This research used questionnaires as a research instrument. The statistics used for data analysis were percentage, mean, standard deviation and hypothesis testing by Independent Sample T-Test.

The research found that Customer expectation on service quality of both companies were at the high level. Specifically, customers of Advanced Info Service Public Company Limited had higher expectation than customers of Total Access Communication Public Company Limited, Customer perception on service quality of both companies were at the high level. Specifically, customers of Advanced Info Service Public Company Limited had higher perception than customers of Total Access Communication Public Company Limited and Customers of the two companies had different levels of both expectation and perception of service quality. Specifically, customers of Advanced Info Service Public Company Limited had higher expectations and perception than customer of Total Access Communication Public Company Limited.

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Student's signature

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Thesis Advisor's signature