

<b>Title</b>	THE SERVICE QUALITY OF MEN SPAS IN BANGKOK METROPOLIS
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### ABSTRACT

This research is a study about the service quality of Male Spas in the Bangkok Metropolis by focusing on the tourists with different demographics (age, educational level, and income) to see if they will have different expectations and perceptions of male spas, and to study the significant relationship between expectations and perceptions of the tourists who visit male spas. The samples of this research are European tourists from Germany, Denmark, Sweden, U.K., Netherlands, Switzerland, and France. The quantitative research was conducted using questionnaires. The result of this research found that the majority (51%) of the respondents were in the 31-40 age range. In terms of education, the majority (71%) were holders of a bachelor's degree and most respondents (55%) had a monthly income of 20,001 – 30,000 Baht. There was a significant difference in the expectations and perceptions of the service quality of the men's spas between tourists with different educational levels to the level of .05. The tourists' expectations and perceptions of the service quality of the men's spas correlated significantly at the level of .01.