CHAPTER IV

RESULTS

This chapter describes the results of the analyses of the questionnaire responded by 400 hundred European spa goers in Bangkok Metropolis. The results are presented in four parts as follows:

1. Demographic Profiles
2. Results of the Tourists' Expectations of Service Quality in Men's Spas
3. Results of the Tourist's Perception of Service Quality in Men's Spas
4. Results of the Hypotheses Testing

Demographic profiles

The demographic profiles of the respondents included age, educational level and monthly income levels. The respondents were divided into four age groups as shown in Table 5 below.

Table 7 Age of respondent

Age	Frequency	Percent%
20-30 years	92	23.0
31-40 years	204	51.0
41-50 years	72	18.0
above 50 years	32	8.0
Total	400	100.0

From Table 7 above, it was shown that most spa goers in this study were in the age group of 31-40 years or 51.0%, followed by the age group of 20 -30 years (23%), the age group of 41-50 years (18.0%), and the clients with the ages of 50 years or above (8.0%), respectively.

Table 8 Education level of respondents

Education	Frequency	Percent%
Primary school	0	0
High school/Diploma	40	10.0
Bachelor degree	284	71.0
Master degree and higher (post graduate)	76	19.0
Total	400	100.0

In terms of educational level, the majority of the clients were those with a bachelor's degree (71.0%), followed those with a Master's degree or higher (19.0%), and those with a High school/Diploma (10.0%), respectively.

Table 9 Income per month of respondents

Income	Frequency	Percent%
Less than 10,000	0	0
10,001-20,000	60	15.0
20,001-30,000	220	55.0
30,001-40,000	96	24.0
40,001-50,000	24	6.0
More than 50,000	0	0
Total	400	100.0

Table 9 shows that the majority of the spa goers had a monthly income in a 20,001-30,000 bath bracket (55.0%), followed by those with a monthly income bracket of 30,001-40,000 baht (24%), those with a monthly income range of 10,001-20,000 baht (15%), and those with a monthly income bracket 40,001-50,000 baht (6%), respectively.

Mean and standard deviation of tourists' expectations of service quality in men's spas

Table 10 below shows the tangible aspect of the service quality as expected by the respondents.

Table 10 Mean and standard deviation of tourists' expectations of service quality in men's spas (Tangibles)

Tangibles	Total		
	Mean	S.D.	Results
1. The men's spa has modern-looking equipment.	4.20	0.82	Good
2. The physical facilities are visually appealing.	3.77	0.86	Good
3. The service room looks clean and healthy.	4.20	0.55	Good
4. There is a high quality of inventory and equipment in a men's spa.	4.25	0.57	Excellent
5. The service rooms look modern and luxurious.	3.99	0.56	Good
6. There are enough service rooms and clients do not have to wait for long.	3.49	0.64	Good
7. The employees of a men's spa are neat and appealing.	3.95	0.22	Good
8. The materials associated with the service are visually appealing.	3.99	0.29	Good
Tangibles (Averaged)	**3.97**	**0.39**	**Good**

In terms of tangibles, the overall service quality of the men's spas in Bangkok was expected, on the average, to be in a good with a mean score of 3.97.The only item perceived to exist at a high level was a high quality of inventory and equipment in a

men's spa, with a mean score of 4.25. The service quality of all the other items in this category was perceived to exist at a good level. Of the items perceived to have a good service quality, the items on the spas having modern-looking equipment and the clean and healthy service room were rated higher, with each having a mean score of 4.20, followed the service rooms look modern- and luxurious-looking service room and the visually appealing materials associated with the service, with each having a mean score of 3.99; the visually appealing physical facilities, with a mean score of 3.77, and the sufficient service rooms and wait time, with a mean score of 3.49, respectively.

Table 11 illustrates the reliability aspect of the service quality as expected by the clients. There are five items asked on this aspect, and the detail of which was shown below.

Table 11 Mean and standard deviation of tourists' expectations of service quality in men's spas (Reliability)

Reliability	Total		
	Mean	S.D.	Results
9. When the men's spa promises to do something by a certain time, it does so.	4.16	0.69	Good
10. When you have a problem, the men's spas shows a sincere interest in solving it.	4.02	0.73	Good
11. The men spa performs the services right the first time.	4.32	0.75	Excellent
12. The men spa provides its services at the time it promises to do so.	4.03	0.75	Good
13. The men spa insists on error-free records.	4.26	0.66	Excellent
Reliability (Averaged)	**4.15**	**0.67**	**Good**

In terms of reliability, the service quality of men's spas was, on the average, expected to exist at a good level, except two items—the delivery of the services right at the first time ($\overline{X}$ = 4.32) and the men spas insisting on error free-records ($\overline{X}$ =.26) which were rated to exist at an excellent level. The items with mean scores at a good level were keeping promises ($\overline{X}$ = 4.16), delivering the service at the time promise ($\overline{X}$ = 4.03), and having sincere interest in solving problems ($\overline{X}$ = 4.02), respectively.

Table 12 Mean and Standard Deviation of tourists' expectations of service quality in men's spas (Responsiveness)

Responsiveness	Total		
	Mean	S.D.	Results
14. The employees of a men's spa tell you exactly when services will be rendered.	4.17	0.72	Good
15. The employees of a men's spa give a prompt service to customers during checking in/checking out.	4.04	0.86	Good
16. The employees of men's spa always show their willing to help you.	4.25	0.69	Excellent
17. The employees of a men's spa are quick to respond to your request.	4.35	0.71	Excellent
Responsiveness (Averaged)	**4.20**	**0.71**	**Good**

In terms of responsiveness, the overall service quality of men's spas was perceived to exist at a good level ($\overline{X}$ = 4.20). Of the four factors, two factors—quick response to request ($\overline{X}$ = 4.35) and employee willingness to help ($\overline{X}$ = 4.25), were rated at an excellent level, and two factors—the provision of exact information of d

the service ($\overline{X}$ = 4.17) and quick check-in and checkout services ($\overline{X}$ =4.04), respectively.

Table 13 Mean and Standard Deviation of tourists' expectations of service quality in men's spas (Assurance)

Assurance	Total		
	Mean	S.D.	Results
18. The behavior of the men's spa employees instills confidence in a customer.	4.44	0.57	Excellent
19. You feel safe in your patronage of the men's spa.	4.30	0.70	Excellent
20. The employees of the men's spa are consistently courteous with you.	3.82	0.97	Good
21. The employees of a men's spa have knowledge to answer your questions.	3.91	0.89	Good
Assurance(Averaged)	**4.11**	**0.74**	**Good**

As shown in Table 13 above, the overall service quality in an assurance dimension was expected to exist at a good level, with two factors—building the clients' confidence ($\overline{X}$ = 4.44) and a feeling of safety in the spa establishments ($\overline{X}$ = 30) The two factors rated at a good level were the employee's knowledge to answer the client's inquiry ($\overline{X}$ =3.92) and the employee's courteousness to the clients ($\overline{X}$ = 3.82), respectively.

Table 14 Mean and Standard Deviation of tourists' expectations of service quality in men's spas (Empathy)

Empathy	Total		
	Mean	S.D.	Results
22. The men's spa gives you individual attention.	4.36	0.67	Excellent
23. The men's spa has employees who give you personal attention.	4.42	0.65	Excellent
24. The men's spa has your best interest at heart.	4.34	0.74	Excellent
25. The employees of a men's spa understand your specific needs.	3.93	1.01	Good
Empathy (Averaged)	**4.25**	**0.74**	**Excellent**

Table 14 illustrates the empathy dimension of the service quality of men's spas as perceived by the clients. Over all, the service quality in this dimension was rated to exist at an excellent level. In fact, only one factor was rated to exist at a good level—the employee's understanding the specific needs of the clients, with a mean score of 3.93. The other three factors- were perceived to exist at an excellent level. These factors were an employee giving the client's personal attention ($\overline{X}$ = 4.42), the spas giving individual attention to a client ($\overline{X}$ = 4.36), and the spas having the client's interest at heart ($\overline{X}$ = 4.34), respectively.

Mean and standard deviation of tourist's perception of service quality in men's spas

The clients' perception of the service quality in all four dimensions after they have experienced the spa service in given in the tables below.

Table 15   Mean and standard deviation of tourists' perception of service quality in men's spas (Tangibles)

Tangibles	Total		
	Mean	S.D.	Results
1. The men's spas has modern-looking equipment.	4.26	0.70	Excellent
2. The physical facilities are visually appealing.	4.39	0.61	Excellent
3. There is a clean room for service.	4.34	0.66	Excellent
4. High quality of inventory and equipment in men spas.	4.15	0.70	Good
5. The room service is well-known and luxurious.	4.29	0.45	Excellent
6. There have a lot of room services and not wait for long.	4.80	0.40	Excellent
7. The men's spas employees are neat appearing.	4.60	0.49	Excellent
8. Materials associated with the service are visually appealing.	4.69	0.46	Excellent
Tangibles (Averaged)	**4.43**	**0.34**	**Excellent**

From table 15, the service quality in the tangible dimension as a whole was perceived to exist at an excellent level ($\overline{X}$ = 4.43), with only one factor—high quality of inventory and equipment in men spas—having been rated to exist at a good level ($\overline{X}$ = 4.15). All the other factors in this dimension were perceived to exist at an

excellent level. The factors having been rated to exist at an excellent level were in the following order: adequate service room and short wait time ($\overline{X}$ = 4.80); the visually appealing materials associated with the service ($\overline{X}$ = 4.69); the men's spas having neat appearance ($\overline{X}$ = 4.60); the visually appealing physical facilities ($\overline{X}$ = 4-39); clean service rooms ($\overline{X}$ = 4.34); well-known and luxurious room service ($\overline{X}$ = 4.29); the spas having modern-looking equipment ($\overline{X}$ = 4.26); and high quality inventory and equipment ($\overline{X}$ = 4.15), respectively.

Table 16   Mean and standard deviation of tourists' perception of service quality in men's spas (Reliability)

Reliability	Total		
	Mean	S.D.	Results
9. When the men's spas promises to do something by a certain, time, it does so.	4.11	0.74	Good
10. When you have a problem, the men's spas shows a sincere interest in solving it.	4.15	0.70	Good
11. The men's spas performs the services right the first time.	4.08	0.85	Good
12. The men's spas provides its services at the time it promises to do so.	4.28	0.59	Excellent
13. The men's spas insists on error-free records.	4.16	0.62	Good
Reliability (Averaged)	**4.15**	**0.64**	**Good**

From table 16, the service quality in the reliability dimension as a whole was perceived to exist at an good level ($\overline{X}$ = 4.15) with only one factor-- The men's spas provides its services at the time it promises to do so--having been rated to exist at a

excellent level ($\overline{X}$ = 4.28). All the other factors in this dimension were perceived to exist at a good level. The factors having been rated to exist at a good level were in the following order: The men's spas insists on error-free records ($\overline{X}$ = 4.16); When you have a problem, the men's spas shows a sincere interest in solving it ($\overline{X}$ = 4.15); When the men's spas promises to do something by a certain, time, it does so ($\overline{X}$ = 4.11); and The men's spas performs the services right the first time ($\overline{X}$ = 4.08), respectively.

Table 17 Mean and standard deviation of tourists' perception of service quality in men's spas (Responsiveness)

Responsiveness	Total		
	Mean	S.D.	Results
14. The men spas employees tell you exactly when services will performed.	4.13	0.70	Good
15. The men spas employees give prompt service to customers during check in/check out.	4.00	0.85	Good
16. The men spas employees are always willing to help you.	4.25	0.69	Excellent
17. The men spas employees are never too busy to respond to your request.	4.35	0.71	Excellent
Responsiveness (Averaged)	**4.18**	**0.69**	**Good**

From table 17, the service quality in the responsiveness dimension as a whole was perceived to exist at a good level ($\overline{X}$ = 4.18), with two factors—The men spas employees are never too busy to respond to your request ($\overline{X}$ = 4.35), and The men spas employees are always willing to help you ($\overline{X}$ = 4.25)—having been rated to exist at an excellent level. All the other two factors in this dimension were perceived

to exist at a good level. The factors having been rated to exist at an good level were in the following order: The men spas employees tell you exactly when services will be performed ($\overline{X}$ = 4.10); and The men spa employees give prompt service to customers during check in/check out ($\overline{X}$ = 4.13), respectively.

Table 18 Mean and standard deviation of tourists' perception of service quality in men's spas (Assurance)

Assurance	Total		
	Mean	S.D.	Results
18. The behavior of the men spas employees instills confidence in customers.	4.44	0.57	Excellent
19. You feel safe in your transactions with the men spas.	4.27	0.69	Excellent
20. The men spas employees are consistently courteous with you.	3.80	0.96	Good
21. The men spas employees have the knowledge to answer you question.	3.90	0.88	Good
Assurance(Averaged)	**4.09**	**0.72**	**Good**

From table 18, the service quality in the assurance dimension as a whole was perceived to exist at a good level ($\overline{X}$ = 4.09), with two factors—The behavior of the men spas employees instills confidence in customers ($\overline{X}$ = 4.44), and You feel safe in your transactions with the men spas ($\overline{X}$ = 4.27)—having been rated to exist at a excellent level. All the other two factors in this dimension were perceived to exist at a good level. The factors having been rated to exist at a good level were in the following order: The men spas employees have the knowledge to answer your question ($\overline{X}$ = 3.90); and the men spas employees are consistently courteous with you ($\overline{X}$ = 3.80), respectively.

Table 19 Mean and standard deviation of tourists' perception of service quality in men spas (Empathy)

Empathy	Total		
	Mean	S.D.	Results
22. The men spas gives you individual attention.	4.29	0.65	Excellent
23. The men spas has employees who give you personal attention.	4.37	0.65	Excellent
24. The men spas has your best interest at heart.	4.26	0.72	Excellent
25. The men spas employees understand you specific needs.	3.89	0.99	Good
Empathy (Averaged)	**4.20**	**0.70**	**Good**

From table 19, the service $\overline{X}$ = 4.20), with three factors—The men spas have employees who give you personal attention ($\overline{X}$ = 4.37); The men spas gives you individual attention ($\overline{X}$ = 4.29), and The men spas have your best interest at heart ($\overline{X}$ = 4.26)—having been rated to exist at a excellent level. Only one factor in this dimension was perceived to exist at a good level. The factors having been rated to exist at a good level were in the following order: The men spa employees understand your specific needs ($\overline{X}$ = 3.89) respectively.

Hypotheses Testing

Hypotheses

Hypothesis 1: The tourists with different demographics (age, educational level, and income) will have different expectation.

Hypothesis 1.1: The tourists with different ages have different expectations of the spa service quality.

Table 20 ANOVA Results of respondents' frequency of expectations of service quality: classified by age

		Sum of Squares	df	Mean Square	F	Sig.
expectations of service quality	Between Groups	1.596	3	.532	1.315	.269
	Within Groups	160.219	396	.405		
	Total	161.815	399			

* Significant at the 0 .05 level.

From Table 20, it was found that there was no significant difference in the expectation of men's spas service quality between respondents with different ages.

Hypothesis 1.2: The tourists with different educational level will have different expectation.

Table 21 ANOVA Results of respondents' frequency of expectations of service quality: classified by education level

		Sum of Squares	df	Mean Square	F	Sig.
expectations of service quality	Between Groups	3.374	2	1.687	4.227	.015*
	Within Groups	158.441	397	.399		
	Total	161.815	399			

* Significant at the 0 .05 level.

Table 21 presents the result of a One Way Analysis of Variance (ANOVA which indicated that there was a significant difference at the level of 0.05.between the clients' expectations of service quality and their educational levels.

Table 22 Post Hoc Test (LSD) of respondents with different education levels

Education level	Mean	High school/Diploma	Bachelor degree	Master degree and higher (post graduate)
		4.41	4.10	4.15
High school/Diploma	4.41	-	.309 (*) (.004)	.258(*) (.037)
Bachelor degree	4.10	-	-	-.050 (.533)
Master degree and higher (post graduate)	4.15	-	-	-

* Significant at the 0 .05 level.

As shown in Table 22, when the Post Hoc comparison (LSD) was performed, it was found that the respondents with a "high school/diploma" reported significantly higher expectations of service quality than those with a Bachelor's degree and those with a Master's degree or higher.

Hypothesis 1.3: The tourists with different income brackets will have different expectations.

Table 23   ANOVA Results of respondents' frequency of expectations of service quality: classified by income

		Sum of Squares	df	Mean Square	F	Sig.
expectations of service quality	Between Groups	.033	3	.011	.027	.994
	Within Groups	161.781	396	.409		
	Total	161.815	399			

Table 23 shows that there was no significant difference in the expectations of men's spa service quality among clients with different income brackets. Therefore, this hypothesis was rejected.

Hypothesis 2: The tourists with different demographics (age, educational level, and income) will have different perceptions.

Hypothesis 2.1: The tourists with different age levels will have different perception.

Table 24   ANOVA Results of respondents' frequency of perception of service quality: classified by age

		Sum of Squares	df	Mean Square	F	Sig.
perception of service quality	Between Groups	1.127	3	.376	1.019	.384
	Within Groups	146.058	396	.369		
	Total	147.186	399			

Table 24 shows that the respondents with different age groups did not differ significantly in their perception of the men's spa service quality. Therefore, this hypothesis is rejected.

Hypothesis 2.2: The tourists with different educational levels will have different perception.

Table 25 ANOVA Results of respondents' frequency of perception of service quality: classified by education level

		Sum of Squares	df	Mean Square	F	Sig.
perception of service quality	Between Groups	2.664	2	1.332	3.659	.027
	Within Groups	144.522	397	.364		
	Total	147.186	399			

From Table 25, One Way Analysis of Variance (ANOVA) was used to analyze whether respondents with different education levels differ in their perceptions of service quality.

The Table above shows that the respondents with different education levels were found to significantly differ in their perception of service quality of men's spas (F (2,397) = 3.659, Sig. = .027, p < .05).

Table 26 Post Hoc Test (LSD) of respondent with different education level

Education level	Mean	High school/Diploma	Bachelor degree	Master degree and higher (post graduate)
		4.45	4.18	4.21
High school/Diploma	4.45	-	.275 (*) (.007)	.244(*) (.009)
Bachelor degree	4.18	-	-	-.031 (.688)
Master degree and higher (post graduate)	4.21	-	-	-

* The mean difference is significant at the .05 level.

From Table 26, Post Hoc comparison (LSD) found that the respondents with "High school/Diploma" reported significantly higher in their perception of service quality than those with a "Bachelor degree" and those with "a Master's degree or higher,"

Hypothesis 2.3: The tourists with different income will have different perception.

Table 27 ANOVA Results of respondents' frequency of perception of service quality: classified by income

		Sum of Squares	df	Mean Square	F	Sig.
perceptions of service quality	Between Groups	.040	3	.013	.036	.991
	Within Groups	147.145	396	.372		
	Total	147.186	399			

From Table 27, One Way Analysis of Variance (ANOVA) was used to analyze whether respondents with different income will differ in their perception of service quality. It was found that the respondents with different income brackets did not differ significantly in their perception of the men's spa service quality (F (3,396) = .036, Sig. = .991, p > .05).

Hypothesis 3: There is a significant relationship between expectation and perception.

Table 28 **Correlation between expectation and perception of service quality in**
men spas

(N=400)

	Overall expectation	Overall perception
Overall expectation	1	.991(**)
Sig. (2-tailed)		.000
Overall perception	.991 (**)	1

**Correlation is significant at the 0.01 level (2-tailed).

The hypothesis is to examine a positive relationship between expectation and perception of service quality in men's spas. The Pearson Product Moment Correlation Coefficient shows that there was a significantly positive and strong correlation between expectation and perception of service quality in men spas at the level of 0.001. (r = .991, Sig = .000 , p < .01). Therefore, hypothesis is accepted.