

CHAPTER V

CONCLUSIONS

This chapter presents and discusses the findings of the data in relation to the framework established in Chapter 3

Findings

1. Demographic profiles of the respondents.

The findings reveal that the majority (51%) of the respondents were of the 31-40 age range. In terms of education, the majority (71%) were bachelor's degree holders, and most respondents (55%) had a monthly income bracket of 20,001-30,000 bath.

2. The findings on the tourists' expectations of service quality in men's spas.

Of the four dimensions, only the empathy dimension of the service quality of the men's spas was found to exist at an excellent level ($\bar{X} = 4.25$); all the other dimensions were found to exist at a good level, with responsiveness having a mean score of ($\bar{X} = 4.20$); reliability with a mean score of ($\bar{X} = 4.15$); the tangibles with a mean score of ($\bar{X} = 3.97$), respectively.

3. The Findings on the tourist's perception of service quality in men spas.

Of the four dimensions, only the tangible dimension ($\bar{X} = 4.43$) of the service quality of the man's spas was perceived to exist at an excellent level. The other three dimensions—empathy ($\bar{X} = 4.20$), responsiveness ($\bar{X} = 4.18$), and reliability ($\bar{X} = 4.15$)—were perceived to exist at a good level.

4. The Results of the Hypothesis Testing

4.1 There were no significant differences in the expectation of the service quality of men's spas of tourists with different ages and those with different incomes.

4.2 There was significant difference in the expectation of the service quality of the men's spas between tourists with different educational levels at the level of .05.e

4.3 There were no significant differences in the perception of the service quality of men's spas of tourists with different ages and those with different incomes.

4.4 The tourists with different education levels differed significantly in their perception of the service quality of the men's spas at the level of .05.

4.5 The tourists' expectation and perception of the service quality of the men's spas correlated significantly at the level of .01

Discussion

1. The data of tourists' expectations of service quality in men spas.

Overall, In part of tourists' expectations of service quality, the research illustrates that the respondents are good with Tangibles factor with 3.97 and standard deviation 0.39, good with Reliability factor with mean 4.15 and standard deviation 0.67, good with Responsiveness factor with mean 4.20 and standard deviation 0.71, good with Assurance factor with mean 4.11 and standard deviation 0.74, excellent with Empathy factor with mean 4.25 and standard deviation 0.74.

We can found that the score is in the high level so the tourists give high expectation in the service. Every factor in expectation parts are in good and excellent level. It means that tourists want to give high service in tangibles, reliability, responsiveness, assurance and empathy from men spa—these five dimensions described by Parasuraman, et al. (1988). It is related to Heather Gunter (2005) told us about the creating a quality spa experience, so if the tourists expect for high service form men spa so men spa should 1) The contacted by phone or by person is the first step in the connection or the first touch with customer. Employees should be trained to get the right information for service and help guests' book the experiences they want. 2) Provide to guests with luxury service, clean, comfortable robe and slippers to help guests relax. 3) Touch all five senses: Sight; Sound; Touch; Smell; Taste. The facilitator should focus in the design of spa; add the music or waterfall/fountain in relaxation area. Create many treatments such as aromatherapy oils and add candles, incense, tea, or fresh fruit in the program and service. 4) Treat the guests as a whole:

body, mind and spirit the holistic approach asks: What is causing the ailments? What can we teach our guests? and 5) Provide time and opportunity for relaxation after the treatment and encourage guests to stay awhile. As the same direction as Ninnar (2005) also recommend that spa treatments also emphasize on pampering the five senses of human beings, viz. sight, taste, smell, hearing and touch. All these are held significant to provide visitors with greatest satisfaction.

It can be seen that the spa service expectation of tourist caused by five senses of human beings. The business should offer excellent service which more than the expectation of tourist.

2. The data of tourist's perception of service quality in men spas.

In part of tourists' perception of service quality, the research illustrates that the respondents are excellent with Tangibles factor with mean 4.43 and standard deviation 0.34, good with Reliability factor with mean 4.15 and standard deviation 0.64, good with Responsiveness factor with mean 4.18 and standard deviation 0.69, good with Assurance factor with mean 4.09 and standard deviation 0.72, good with Empathy factor with mean 4.20 and standard deviation 0.70.

We also found that the score is in the high level so the tourists give high perception in the service. Every factor in perception parts also in good and excellent level. It means that tourists' perception in tangibles, reliability, responsiveness, assurance and empathy from men spa are in good level. It is related to the management of men spa both from place, employees and every service. It is related to Lewis (1989) and Cannon (2002) studied and mentioned that the achievement of internal service as the basic of high service quality development. When we studied of team building beyond hotel employees was determined to enhance customer relationship and hotel management problems. It is the result of service quality development. Hermon and Niteck (2001) stated that employee treatment to enhance service quality supported by their employees. Employee empowerment was also an essential result with regard to service quality in hospitality industry. In contrast, Jarunee Tancharoen (1999) claimed that the organizational culture of five-star hotels could not be identified exactly, but tended to be constructive type. The organizational culture of four-star hotels was combined between constructive and aggressive. Types of organizational culture were

not related to service quality of the hotels. Moreover, the service quality related to customers satisfaction

It can be revealed that tourists' perception of service quality correspond to the management of the business both from place, employees and every service. Therefore, to be enhancing customer relationship, spa business should take consideration on business management in all aspect such as environment of spa location, skillful staff, in process massage, and also service mind manner.

3. The tourist's satisfaction of service quality in men spas.

From the research result, the score of tourists expectations and perception is in high level, it can learn that the tourists satisfaction with the service form the men spa. Both of frequency score and mean score are good (high). It is related with Kotler and Keller (2006, p. 136) mentioned that whether the buyer is satisfied after purchase any service depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. The study of Customer Satisfaction toward the Nangkhai Grand Thani Hotel by Mayuree Lertanaprechasakul (2002) can be concluded that the knowledge of staffs, mode of payment, information about goods and services in hotel significantly affect the overall customer satisfaction. Pre-service waiting, the courtesy of staffs and the security system significant affect the repeat purchase intention. Knowledge of staffs and the courtesy of staffs significantly affect the world of month.

It can be shown that tourist's satisfaction of service quality come with service performance of those businesses which is linking from tourist's expectation and perception. Offer's service performance such as pre-service waiting, service skill of staff, payment process, service environment, and physical evident. However, Getty and Tompson (1994) tested the relationship between quality, satisfaction, and recommending behavior of customers in making lodging decisions. The results showed that the dimensions of service quality have a stronger relationship with the overall perceptions of quality than the satisfaction does.

Recommendations

In this research it was found that the majority of the respondents are of the ages between 31-40 years old. The majority of the respondents hold a Bachelor degree, with a monthly income of 20,001-30,000 bath. This group is not too old and they can spend for good service or what they want. The study also found that the highest mean score in tourists' expectation is Empathy and the highest mean score in tourists' perception is Tangible. This should inform the hotel or resort operators that they should focus on and maintain on these aspects of their operation and at the same time improve the other dimensions of the service quality. The tourists can pay for good service. When the employees pay attention to the tourists, the clients will feel impressed with the service and feel that they are very important persons. When they have good feelings with the service, they will come back to use service again.

The men spas should provide their service with confidence. Since tourists have the high (good) in all factors of the expectation and perception, the men spa operators should maintain the standard of their operation in all elements or these 5 factors. Because these 5 factors make tourists impressed and will be more likely to patronize the establishments and use the service again, thus the business will prosper.

The other marketing plan should focus on and adjust to best service to tourists; they can adjust marketing mix or 4C's (Customer, Cost, Convenience, and Communication) with service quality. The advantage of each marketing plan can help the men spas market their product/service effectively and give the best service to the tourists. It can offer what the tourists' want.

Recommendation for future research

1. This study should be replicated using tourists from other destinations as the subjects such as those from country such as in USA, South Korea or Japan in order to gain greater details relating to their behavior in men spa.

2. Since this study focused on the service quality of men's spas located in Bangkok, future research might be conducted to determine the service quality of men's spas in major tourist destinations in the upcountry such as those in Phuket, Chiang Mai, or Nakhon Ratchasima

3. A comparative study on the expectation and perception of the service quality of mean's spas between international tourists and Thai tourists should be undertaken in order to determine whether expectation and perceptions are similar or different.