

Phatthareeya Namcharoen 2014: Comparison of Customers Expectation and Perception on the Service Quality of University Hospitals. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yuraporn Sudharatna, Ph.D. 120 pages.

The objectives of this study were to 1) study customers expectation on the service quality of University Hospitals, 2) compare the customers expectation and perception on the service quality of University Hospitals. Data were collected from sample who 385 customers were outpatient of University Hospitals at Thammasat University Hospital. The statistics used for data analysis were percentage, mean, standard deviation, paired t-test statistical at the significant level of 0.05 and evaluated with Radar Chart for displaying dimensional quality.

The results of this study indicated that customers expectation a higher than perception on the service quality both in general and individual aspect. Assurance of customers expectation were at the highest level and tangibles of customers expectation were at the lowest level. In addition to that Assurance of customers perception were at the highest level and responsiveness of customers perception were at a moderate level. Customers expectation and perception on the service quality both in general and individual aspect were differentiate at the significant level of 0.05

As a result the study, the hospital should provide a training to employees aware understand the service. Moreover, the hospital should provide development at information to customers and physician and medical personnel all level because the personel is a key part of creating a positive image with rehabilitating and regular education. Finally, each department of the hospital should arrang the evaluation of their own work to develop and improve the better service quality.

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Thesis Advisor's signature