Pantip Mainiam 2014: Customer Expectation and Perception Bank Service Quality: A Comparison of Shopping Mall Branches and Stand-Alone Branches. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Nuttapon Punpugdee, Ph.D. 148 pages.

The main purpose of this research was to compare customers' expectation and perception levels towards service quality of Siam Commercial Bank Branches inside and outside shopping malls. Convenience sampling was adopted. The sample size was 400. The data were collected using questionnaires and then analyzed using statistical tools including percentage, mean, standard deviation, t-test and F-test. Moreover, the least squard difference (LSD) technique was utilized to defect mean difference among customer groups. All statistical tests were performed at a significance level of 0.05.

This research revealed that customers' expectation of service quality of Siam Commercial Bank was at the very high level. Considering dimensions of service quality, tangibles dimension was expected by the customers at the highest level, following by empathy, reliability, assurance, and responsiveness, respectively. In addition, customer perceived overall service quality of the bank at the high level. The tangibles dimension was perceived at the highest level, following by reliability, empathy, responsiveness, and assurance, repectively. The statistical tests indicated that customers with difference in education, monthly income, and visit freguency expected service from the bank at a different level. Moreover, ages, education, occupation, monthly income and visit freguency influenced customers' perception of service quality from the bank. In addition, customers expected service quality from shopping mall bank branches and stand-alone branches the same while they perceived the service quality from the two types of branches differently. Last, customers indifferently expected and perceived overall service quality from the bank.

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