

## Abstract

The purposes of this research are to study the level of characteristics and service quality of True Move shop staff, to compare the mean level of characteristics and service quality perceived by service staff and customers and to investigate the relationship between characteristics of service staff and service quality.

The total sample consisted of 316 samples, which was divided into two groups. The first group was 151 True Move service staff. The second group was 165 customers.

The questionnaires used in this study consisted of four parts; Part 1: Background of service staff and customers; Part 2: Measurements of service staff's characteristics; Part 3: Measurements of service quality and Part 4: Open-ended questions.

The analyzing statistics used were frequency, percentage, mean, standard deviation, t-test and Pearson's product moment correlation coefficient. The results of this study were as the following:

1. Characteristics of service staff perceived by staff and customers are at a high level as a whole and as 5 dimensions: human relations, emotional quotient, responsibility, abilities and service mind.
2. Service quality perceived by staff and customers are at a high level of service quality as a whole and as 5 dimensions: tangibility, reliability, responsiveness, assurance and empathy.
3. There is a significant difference between the perception of characteristics as a whole and as 5 dimensions of service staff and customers. ( $p < .01$ )
4. The service quality perceived by staff is higher than customers as a whole and as 5 dimensions. ( $p < .01$ )
5. There are significant positive correlations between characteristics and service quality in perception of service staff. ( $r = .806$ ,  $p < .01$ )
6. There are significant positive correlations between characteristics and service quality in perception of customers. ( $r = .837$ ,  $p < .01$ )