

Kanapat Treepraphankit 2015: Assessment of Service Quality and Factor Influencing Decision Making in Security Service of Residential Housing. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr.Paitoon Chetthamrongchai, Ph.D. 118 pages.

The purposes of this study were to study the level of expectations and perceptions towards service quality of housing estate's security company, compare the level of expectations and perceptions towards service quality of housing estate's security company and compare the differences between the level of expectations and perceptions towards service quality of housing estate's security company attributed by personal characteristics. This study was a survey research, collected data by 400 questionnaires and analyzed by descriptive statistics including frequency, percentage, mean, standard deviation and inferential statistics as compare means testing, t-test, F-test and LSD at a significant level of 0.05.

The findings of personal characteristics showed that the most of samples were males, aged 26-35 years old, single, the highest education was bachelor's degree, careered employees of private companies, average income 20,000-40,000 baht per month, who lived in townhome estate with family and lived for 1-4 years. The results of expectations and perceptions towards service quality of housing estate's security company found that the samples had level of expectations higher than perceptions in every part. The total means' difference was - 0.68. The means of expectations towards service quality higher than perceptions meant that the samples had level of expectations towards service quality, all 5 parts, higher than perceptions towards service quality of housing estate's security company.

Recommendations, service business must pay importance on customers and answers the customers' need meeting the maximize utility, as the service quality model (SERVQUAL). And the gaps between customer expectation and customer perception of service quality along five dimensions: Tangibility, Reliability, Responsiveness, Assurance and Empathy.

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Thesis Advisor's signature