

Jaruwan Soontornkallapakit 2011: The Evaluation of Service Quality Performance of Outsourcing Employees: Emirates Airline, Suvarnabhumi Airport. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Yuraporn Sudharatna, Ph.D. 167 pages.

The objectives of this research were to quantify the outsourcing employees' performance level of service quality (PSQ), the importance level of service quality criteria (ISQ) and to compare PSQ with ISQ. The Importance-Performance Analysis or IPA was applied as a technique of employee self-evaluation of this research.

The SERVQUAL and The Relational Coordination were employed as criteria for PSQ and ISQ. Five attributes of SERVQUAL composed of Tangibility, Reliability, Responsiveness, Assurance and Empathy. Seven dimensions of the Relational Coordination Theory composed of frequent, timely, accurate, problem-solving communication, and relationships of shared goals, shared knowledge and mutual respect. The questionnaire was applied as a tool for collecting data for this research. The population consisted of 212 outsourcing employees who work for Emirates Airline at Suvarnabhumi Airport in Bangkok during November and December 2010. Descriptive statistics such as frequency, percentage, mean were analyzed and presented in the form of IPA scatter diagram.

The analysis revealed that the 'Reliability' is not only the highest performance level of service quality but also the highest important level of service quality criteria, while 'Assurance' is the least importance level of service quality criteria. The comparing of PSQ and ISQ evaluated by IPA showed that the administrators of this airline should emphasized on 'Mutual Respect' and 'Problem Solving Communication' which are essential to the effective coordination of highly interdependent work such as airline industry.

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