

Krissamaporn Pungpho 2011: A Comparison of Customer Expected and Perceived Service Quality at Five-Star Hotels in Bangkok Metropolis. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Sawat Wanarat, Ph.D. 230 pages.

The Objectives of this study were to 1) Find customer's expected of service quality 2) Find customer's Perceived of service quality 3) Validate hypothesis comparing satisfactions of services from five-star hotels. The study was based on four hundred questionnaire samples collected from thirty hotels in Bangkok. The data were analyzed using descriptive statistics which included mean, percentage, and standard deviation. Hypotheses tests were Paired T-Test, Analysis of variance: ANOVA and Factor Analysis at statistical significance level of 0.05

The results from the study indicated that the customers had higher expectations in all aspects of service quality while occasionally possessing great perceptions higher in Tangibles and Assurance while as customer's Perceived service quality high in Reliability Responsiveness and Empathy. During a process of validating a hypothesis involving with the expectations and perceptions of all dimensions of service quality from five-star hotels, it was found that the customers had higher expectations than perceptions in all dimensions of service quality. This was due to the fact that the customers had already had high expectations prior to receiving the services. Even though the perceptions were reasonably high, they were less than the expectations. As a result, there were gaps between the expectations and perceptions in all of the considered service quality dimensions in aspect Responsiveness and Empathy.

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Thesis Advisor's signature