

## Abstract

**Title:** Service quality of Thai travel agency, Thailand Resor AB, in Sweden

**Program:** International Business and Entrepreneurship

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**Problem Statement:** How can Thailand Resor AB gain its service quality for its Swedish Tourist?

**Research Question:** What do Swedish tourists perceive service quality offered by Thailand Resor AB based on 5 dimensions of SERVQUAL model? And how does Thailand Resor AB manage customers' expectations ?

**Purpose:** To explore the service quality attributes that constitute 5 dimensions of service quality of Thailand Resor AB, to find the relative importance attached by Swedish tourists to each of the perceived service quality dimensions served by Thailand Resor AB, and to explore the management of customers' expectations

**Method:** This study is mainly grounded on quantitative method using questionnaire followed SERVQUAL instrument. The data collection was come from primary data (questionnaire and interview) and secondary data (books, journals, and internet website)

**Conclusion:** The customers perceived all 5 SERVQUAL dimensions; tangibles, reliability, assurance, responsiveness, and empathy, pertaining service quality performance at low level when compared with their expectation. Thailand Resor AB should fulfill these 5 gaps and pay attention at assurance dimension concerning conveying trust and confidence because of the highest gap. The dimension of tangibles (equipment, physical facilities, etc.), empathy (ability to see through the customer's eyes), responsiveness (willingness to help and provide prompt service), and reliability (doing what company have promised) were adjusted consequencely. The respondents highlighted the following key quality factors of their expectations; be treated with respect, be listened to and be dedicated attention, more friendly staffs, get the accoracy information. Some respondent have fuzzy expectations that he company have to further discover the real expectations by providing guidance to their staffs to encourage them to ask questions.