

The Measurement of Service Quality Towards Boutique Hotels in Phuket

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Abstract

The main objective of the research is to measure the customer's expectation and perception toward boutique hotels and to identify the Gap 5 toward service quality. The data gained from international and domestic tourists stays in boutique hotels, Phuket, Thailand are analyzed by using 5 dimensions of service quality and the Gap 5 model. The findings of this study may suggest meaningful implications (e.g., developing service improvement strategies) for hotel and other related industry.

Keywords: Boutique Hotel, Service Quality, GAP 5, Expectation, Perception