

54501308 : MAJOR : HOTEL AND TOURISM MANAGEMENT INTERNATIONAL COLLEGE

KEY WORD : SERVICE QUALITY/ SERVQUAL

PICHANAN PRAYPRAEW: EVALUATING CUSTOMER SATISFACTION REGARDING HOTEL SERVICE USING SERVQUAL; CASE STUDY: BEYOND RESORT KRABI INDEPENDENT STUDY ADVISOR: DR.CHAICHANA TEERASUKITTIMA. 72 pp.

All hotels look to improving their levels of service quality in different ways. Customer satisfaction is one of the most important factors in hospitality industry. In the hospitality industry, service quality also becomes the key to measure the levels of service quality in each hotel.

This paper reviews the literature on how to measure service quality at Beyond Resort Krabi especially focusing on Front-office department. The purpose of this study aims to improve service quality in hotel by using SERVQUAL, to study the expected service quality in five dimensions (SERVQUAL) of hotel, to identify the differentiation between expected service quality and perceived service quality in five dimensions of hotel and to develop the service quality in each hotel by using SERVQUAL.

As Quantitative method, data was collected by questionnaires which separated into two parts: the first is personal data and second is survey of the expectations and perceptions towards service quality of front-office staffs based on customer's experiences.

The survey is applied to hotel guests who have direct experience while they are staying at the Beyond Resort Krabi. A total of 40 questionnaires were distributed and 35 of these returned were usable.

This research will benefit for people who interested in service quality in hospitality industry.

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Academic Year 2012

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Acknowledgement

I would like to express my appreciate to Dr.Chaichana Teerasukittima , my project advisor for useful suggestions.

I would like to gratitude to Dr.Ardiporn khemarangsarn, my professor of research subject for the knowledge of research approach.

Lastly, I am thankful to front-office manager and staffs for their assistance in accumulate data.

สำนักหอสมุดกลาง

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