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KEY WORD : SERVICE QUALITY/SERVQUAL

KORADA KAEWKUNGWAL : QUALITY IMPROVEMENT OF KID'S CLUB ACTIVITIES TO ENHANCE GUEST SATISFACTION; A CASE STUDY OF SHERATON KRABI BEACH RESORT. INDEPENDENT STUDY ADVISOR : DR.CHAICHANA TEERASUKITTIMA. 73 pp.

Service quality is becoming a major part of hotel industry. Therefore, it is important to measure and to find effectiveness of service quality based on customers' satisfaction. The purposes of this paper are to examine and to analyze the gap between customers' expectation and perception in Kid's club sector in a 5 stars resort in Krabi. This research will use quantitative method by applying a modified version of SERVQUAL (Parasuraman et al., 1988) to find out the relationship between factors. Furthermore, it uses to find whether there is any gap between expectation and perception. According to SERVQUAL, this is the instrument to performing gap analysis between customers' need and service performance that an organization provides to customer. The questionnaire will represent service quality on five dimensions. (1) Tangible is the appearance of the physical facilities, equipment, personnel and communication materials. (2) Reliability is the ability to perform the promised service dependably and accurately. (3) Responsiveness is the willingness to help customers and provide prompt service. (4) Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence. (5) Empathy is the caring, individual used attention the organization provides sit customers. The questionnaires were distributed at Sheraton Krabi Beach Resort. Thirty respondents are kids' parents who use kid's club facilities were purposive selected. The result of this study showed the highest level of customers' expectation were assurance and empathy ($\bar{x} = 4.27$); at the same time, the highest level of customers' perception was empathy ($\bar{x} = 4.19$). The result also showed that the SERVQUAL gap was analyzed as the negative gap meaning that the hotel customers perceived service quality which not exceeded customers' expectation. Whilst, tangibility is the highest level of negative gap that mean the manager should focus on the appealing of the facilities to be more attractive to enhance customer satisfaction.

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