

53501304 : MAJOR : HOTEL AND TOURISM MANAGEMENT

KEY WORD : SERVICE DELIVERY PROCESS / CUSTOMER EXPECTATION

PRUETSAPA HIRUNOPASWONG : IMPROVING SERVICE DELIVERY PROCESS
IN THE RESTAURANT FROM THE CUSTOMER EXPECTATION. INDEPENDENT STUDY
ADVISOR: DANIEL G. FUCHS , PH.D. 68 pp.

Competition is fierce in the restaurant business, therefore not only quality of food is important but a special emphasis has to be given to service. Service is an area where we can differentiate ourselves from the competition quiet easily. In order to achieve that, we will deeply the use of a service process flowchart. The process of flowchart is a necessary tool that the restaurant can view service delivery process of the restaurant's operation between the customers and providers. The paper aims to propose the front stage service flowchart based on the customer's expectations to improve the service delivery processes of the restaurant.

A quantitative research method was used for design the service flowchart. The samples in this research were the general people who always dining-out in the restaurant. The providing emphasize on value co-creation and design characteristics of service systems, and identifying the most important service system characteristics perceived by the customer, is the important way to improve the service.

Program of Hotel and Tourism Management Graduate School, Silpakorn University Academic Year 2011

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ACKNOWLEDGEMENTS

This project could not successfully complete without the kindness of advisor, Dr.Daniel G. Fuchs and Dr.Adiporn Khemarangsarn for her guidance. They gave appreciate suggestion, checked and corrected the fault of this project. The special thanks for all of professors in the Silpakorn University International College for good recommendations.

I would like to special thank for all of staffs at Silpakorn University International College for their helpful in providing facilities and materials for my project. Also, I would like to special thank for Miss Naphatsanun Tangjuy for her suggestion during the internship.

Finally, my graduation would not be achieved without best wish from my parents who help me for everything and always gives me love, understand and financial support until this study completion. The last special thanks to my relation and my friends for their help and encouragement.