MEASURING SERVICE QUALITY OF FOREIGN AND THAI CUSTOMERS TOWARD

LUXURIOUS SHOPPING MALLS IN BANGKOK THROUGH SERVQUAL

By

MR. Nattaphol BANGVIROONRAG

A Master's Report Submitted in partial Fulfillment of Requirements

for Master of Business Administration (INTERNATIONAL BUSINESS) INTERNATIONAL

PROGRAM

International College Silpakorn University

Academic Year 2016

การวัดคุณภาพการบริการของนักท่องเที่ยวชาวไทยและต่างชาติที่มีต่อห้างสรรพสินค้าชั้นนำของไทย

โดย
นายณัฐพล บ่างวิรุฬห์รักษ์

การค้นคว้าอิสระนี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรบริหารธุรกิจมหาบัณฑิต
สาขาวิชาธุรกิจระหว่างประเทศ แผน ข ระดับปริญญามหาบัณฑิต
วิทยาลัยนานาชาติ มหาวิทยาลัยศิลปากร
ปีการศึกษา 2559

MEASURING SERVICE QUALITY OF FOREIGN AND THAI CUSTOMERS TOWARD

LUXURIOUS SHOPPING MALLS IN BANGKOK THROUGH SERVQUAL

By

MR. Nattaphol BANGVIROONRAG

A Master's Report Submitted in partial Fulfillment of Requirements

for Master of Business Administration (INTERNATIONAL BUSINESS) INTERNATIONAL

PROGRAM

International College Silpakorn University

Academic Year 2016

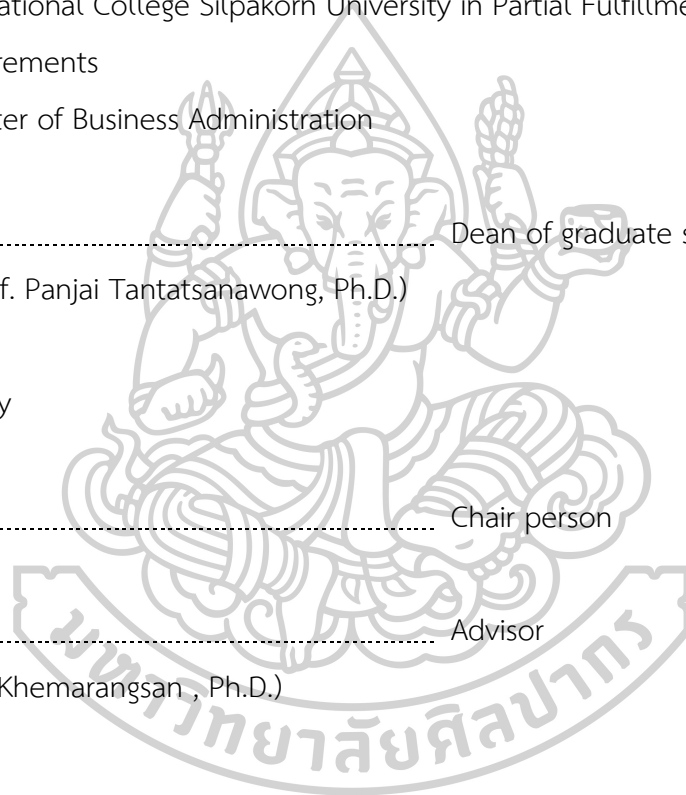|	
Title	MEASURING SERVICE QUALITY OF FOREIGN AND THAI CUSTOMERS TOWARD LUXURIOUS SHOPPING MALLS IN BANGKOK THROUGH SERVQUAL
By	Nattaphol BANGVIROONRAG
Field of Study	(INTERNATIONAL BUSINESS) INTERNATIONAL PROGRAM
Advisor	Ardiporn Khemarangsan

International College Silpakorn University in Partial Fulfillment of the Requirements

for the Master of Business Administration

-- Dean of graduate school

(Assoc. Prof. Panjai Tantatsanawong, Ph.D.)

Approved by

-- Chair person

(   )

-- Advisor

(Ardiporn Khemarangsan , Ph.D.)

NATTAPHOL BANGVIROONRAG: MEASURING SERVICE QUALITY OF FOREIGN AND THAI CUSTOMERS TOWARD LUXURIOUS SHOPPING MALLS IN BANGKOK THROUGH SERVQUAL. INDEPENDENT STUDY ADVISOR: ARDIPORN KHEMARANGSAN, Ph.D. 90 pp.

At this moment, luxurious shopping malls in Bangkok, Thailand, have been popular for both Thai and foreign customers, leading me to pay attention on service quality and customer's satisfaction. Nowadays, maintaining service quality and customer's satisfaction become the important part, challenging for every shopping malls to respond the customers' needs. The objective of this research was to study the service quality by looking at the gap between customer's expectation and customer's perception through SERVQUAL. This study took SERVQUAL theory, which Parasuraman and partners used in their study, to study the dimensions of service. Researcher used it to analyze service quality in term of luxurious shopping malls and to find tactic to improve their service quality. The "SERVQUAL" showed that Thai luxurious shopping malls can still improve their service quality even though there were gaps between customer's expectation and perception. The study applied a review of the literature to offer an overview of SERVQUAL in measuring service quality through customer's expectation, customer's perception, and customer's satisfaction. This research was based on quantitative method which used a mean and T-Test to analyze the result. The results of this study showed significant differences between foreign and Thai customers about service quality and satisfaction for luxurious shopping malls in Bangkok.
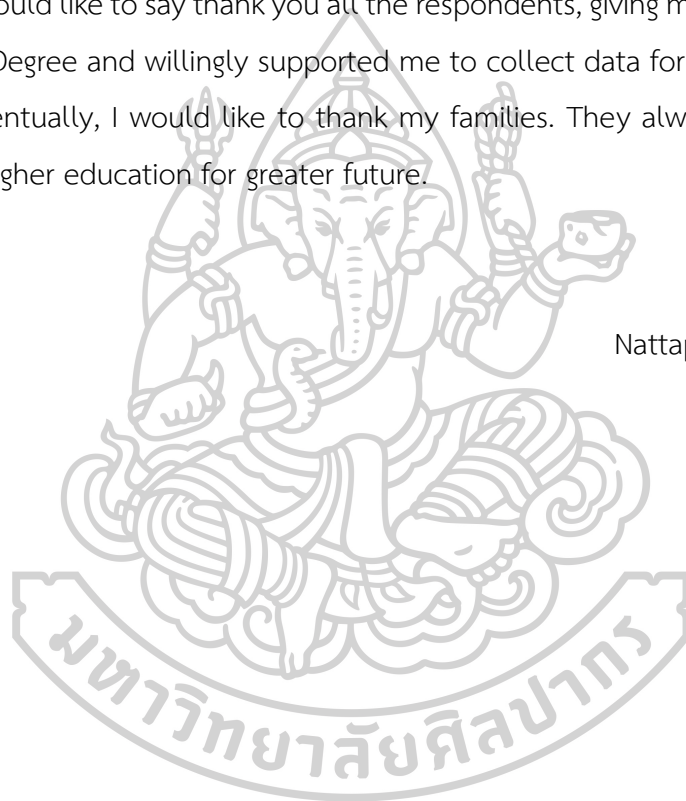
ACKNOWLEDGEMENTS

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

Background of the study

At present, tourism has been substantially considered as one of the most noticeable industries that vastly drives the economy in a lot of countries. The term of tourism has been variously defined as a result that tourism is a temporary movement of people to any destination which is not the common place or residence of tourists to leisure, business or other purposes. In theory, the duration of visit must not exceed one consecutive year. The hospitality fields that highly support and necessarily related to tourism are accommodation, transportation, recreation, food and beverage and entertainment like shopping malls. All these service categories have helped bringing each destination visited by the tourists to be considerably more competent in being achieve the tourists' experience (Thiumsak and Ruangkanjanases, 2016).

Shopping is becoming one of the reasons in attracting tourists to travel as can be seen from expanding the shopping malls spaces which are quickly grow up; and, their service quality improvement in term of any convenience and comfortability in the downtown area to attract more customers (Ipsos loyalty, 2011). Besides, the prices are low when comparing with the quality which is generally high and the range and variety of products are incredible (Weismann, 2016). The exclusive shopping malls brings the dream of travelling in variety style such as they are hosts of international high-end fashion brands, enormous movie theatres and bowling alleys, convention hall and aquarium, and can get around easily. Therefore, shopping malls nowadays become the one of choices for tourists (huffpost.com: 2016).

Hong Kong and Singapore are well known as shopping heavens in Asia. In particular, the luxurious shopping section is one of the major attractive points, for both

tourists and local inhabitants, as, it offers a widely range of international luxurious brands centralized in selected districts for convenient access. Though luxurious goods may be offered in their home country, tourists are provoked to buy in Singapore and Hong Kong because these countries have a reputation for providing high quality (genuine) products and excellent customer service (Ipsosasiapacific.com: 2011).

Bangkok has undoubtedly been considered as the world best city for four years in a row since 2010. The number of foreign visitors has reached 16.9 million in 2012, growing by 14% from 2011. Interestingly, the top 5 visitors come for shopping in 2012 indicated that the visitors from China have the highest contribution to the tourism in Bangkok following by those from Japan, the Middle East, and the US with having many aspects of sights, attractions and fascinating city life (Travel & Leisure magazine: 2016).

Bangkok, Thailand, has many shopping malls to suit all kinds of people lifestyle and budgets offering the best experiences, in term of diversity of product, approachable location in downtown areas, and overall shopping satisfaction. Whether tourists are looking for the most extravagance, the trendiest, or the most particular, they will find them among these shopping malls in Bangkok, Thailand (bangkok.com: 2017).

There are several shopping experiences in Bangkok that are all day and night activities that go alongside with the best in the West; also, giving a flavor of the cultural uniqueness of the East at the same time. Therefore, the distinctive experiences will make tourists recognize that why Bangkok, Thailand is such a famous shopping hub in travelling to shopping more than other countries (bangkok.com: 2017).

In 2011, Asian tourists consisted of up to 90% of the total visitors in Thailand, which showed 40% increase from 2010. Five out of the 10 of top spending countries came from within the Asia-Pacific region. India, Hong Kong, Singapore, Australia and Russia are the 5 countries that show the greatest spend in Thailand. Foreign luxurious brands are ordinary choice for international tourists, especially among wealthy

consumers who are looking to 'complete' their leisure trip. These visitors incline to pick large shopping malls that introduce luxurious brands. (Ipsos loyalty, 2011).

Thailand's capital is expected to welcome 15.98 million tourists in 2013, compared to London's 15.96 million and Paris's 13.92 million, according to MasterCard's latest Global Destination Cities Index. Thai luxurious shopping malls such as Siam Paragon shopping mall is the world's second-most photographed location on Instagram, tracking only Bangkok's Suvarnabhumi airport (qz.com: 2013).

The most interesting trend from the MasterCard data is the increase in Chinese tourists. The world's now most numerous at 83 million per year and increasing from smaller cities as well as huge ones. They spend an awful lot of money abroad - $102 billion in 2012 – and, of course, a huge mass of it goes to retailers in Bangkok (qz.com: 2013).

The average Chinese visitor spends $167 per day in Thailand, according to the Thai - Chinese Tourism Alliance, and most stay one week, spending a total of $1,000 to $1,300 each. "Most of them are keen shoppers, snatching up brand name products at duty-free shops and stores around Bangkok's Ratchaprasong Intersection which is home of Siam Paragon and several other huge shopping malls," (Wattanachaopisut, 2016). Even though Chinese tourists are certainly popular with luxurious retailers, their poor reputations have suffered recently, most significantly (Watts: 2013).

The weather outside can be hot and the traffic is terrible most of the time, but inside the shopping malls, the atmosphere is seem to be a cool paradise for vacationers whose favorite activity is to swipe their credit cards. (Watts: 2013).

According to Tourism Ministry data, in 2016, the number of foreign tourists visiting Thailand brought of money 1.64 trillion baht ($45.9 billion) worth of business, up nearly 13 percent from 2015. (TAT: 2017). Almost a third of its total international

arrivals in 2016 came from China, with 8.87 million Chinese visitors, making for an increase of 11.8 percent from 2015 (euters.com: 2017).

The growth of customers both foreigners and Thais who have visited luxurious shopping malls in Thailand have been increasing. Luxurious shopping malls are one of the choices for customers to visit when they come to Bangkok, Thailand. Therefore, luxurious shopping malls have been upgraded to a greater extent in order to catch up and create the value and attractiveness of destination to customers (bangkok.com: 2017).

SIGNIFICANT OF THE STUDY

From the above data the trends of shoppers in luxurious shopping malls is increasing. Thai luxurious shopping malls become more important attractive places for tourists to come to travel Bangkok, Thailand. To respond customers' needs, Thai luxurious shopping malls need to understand the actual expectation and current perception of both Thai and foreign customers. The area of four specific survey locations will be Siam Discovery, Siam Centre, Siam Paragon and Central World. This study also aims to analyze service quality by looking at the gap between customer's expectation, perception and satisfaction. It also would like to find out whether there is a difference in both expectation and perception between foreigner and Thai shoppers to gain a better understanding of the target groups.

Being an excellent luxurious shopping mall in Thailand needs to improve in every term of services and understand the actual requirements of customers. Therefore, this study needs to discover customer's expectation, perception and satisfaction in order to determine the improvement aspects to Thai luxurious shopping malls.

GLOSSARY

The definitions of terms used in this study are as following:

1.   **"Assurance"** — the knowledge and courtesy of employees as well as their ability to convey trust and confidence.

2.   **"Empathy"** — the provision of caring, individualized attention to customers.

3.   **"Reliability"** — the ability to perform the promised service both dependably and accurately.

4.   **"Responsiveness"** — the willingness to help customers and to provide prompt service.

5.   **"SERVQUAL"** — a 44-item scale that measures customer expectations and perceptions regarding five service quality dimensions.

6.   **"Tangible"** — the appearance of physical facilities, equipment, personnel, and communication materials.
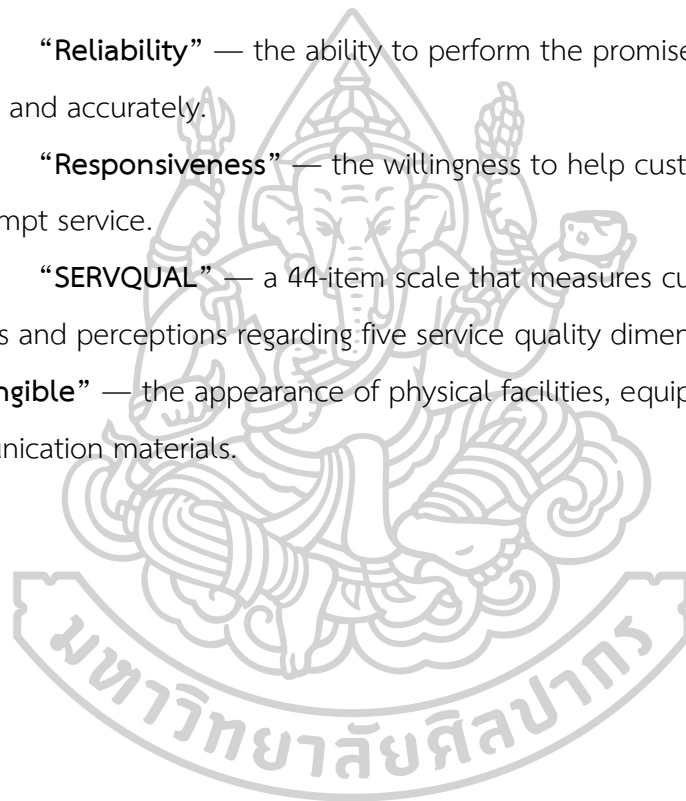
In summary, chapter one introduces the background of shopping malls that can be one of attractive destinations for travelers and the trends of customers to visit Bangkok, Thailand. Chapter two shows Literature Review about Service quality towards customer satisfaction in term of SERVQUAL dimensions which are tangibility, reliability, responsiveness, assurance and empathy. The objectives and hypotheses of the study are also identified. Chapter three illustrates the Research Methodology.

It justified the methodology used such as population, sample size of the study, operationalization of questionnaire, data analysis and also including how to collect the

data. Chapter four illustrates the data analysis to answer the objectives of the study and researcher provides the conclusion and recommendation on the Chapter five.

CHAPTER 2

LITERATURE REVIEW

This study explores about service quality by looking through customer's expectation, perception by using SERVQUAL dimensions to describe customer's satisfaction on service quality. From literature review, many researchers have been written about the service quality in hospitality sector and its connection to guest's satisfaction.

Customer satisfaction

Customer satisfaction is a psychological concept that relates to the feeling of well-being and enjoyment resulting from acquiring what one hopes for and expects from demanding product and service (WTO 1985). Customer satisfaction can also be defined as satisfaction based on a result or a process (Vavra 1997), outcome definition of customer characteristic satisfaction as the end-state resulting from the experience of consumption. This end-state may be a comprehensive state of reward, an emotional response to an experience or a comparison of rewards and costs to the anticipated consequences. Additionally, the definition of customer satisfaction also based on a process, emphasizing the perceptual, evaluative and psychological processes contributing to customer satisfaction.

According to Oliver and DeSarbo (1988) and Tse and Wilton (1988), "customers purchase goods and services with pre-purchase expectations about anticipated performance. Once the product or service has been purchased and used, results are compared against expectations. When outcome matches with expectations, then customer satisfaction will appear." In service markets, customer satisfaction is often measured as the difference between service expectations and perception of the service experience. Oliver (1980) focused on satisfaction of expectations. The customer satisfaction is subjective, and customers who are not satisfied, have also broken from belief to go up against the firms. It happens when there are dissimilarities between expectations and outcomes. Negative customer satisfaction arises when product or service performance is less than the expectation. And positive customer satisfaction occurs when product or service performance is better than the expectation.

Customer satisfaction is not a universal phenomenon and not everyone gets the same satisfaction out of the same hospitality experience. The reason is that

customers have different needs, objectives and past experiences that influence their expectations. The same customer may also have different needs and expectations on different service or at different times. Therefore it is important to gain a clear idea of the customer needs and objectives that correspond to different kinds of satisfactions. This is a very important segmentation of the market because no service or product can offer everyone the same degree of satisfaction (WTO 1985).

Customers' overall satisfaction with service is based on all their encounters and experiences with the service provider. The arrangement of service, involving contact and interaction with customers, is usually a real time activity. In an accelerating competitive circumstance, companies must be customer-adapted. It is not surprising that companies spend substantial resources in measuring and managing customer satisfaction. To develop customer satisfaction and loyalty, companies must understand what aspect that effects on customer satisfaction to generate repurchasing behavior and try to make improvements in these critical areas so that they can have more satisfied and loyalty customers.

Reichheld and Sasser (1992) argued that an important concept to consider when developing a customer loyalty program is customer satisfaction. Satisfaction is a measure of how well a company services over time and usually willing to provide the best services to the customers. Loyal customers may also be willing to pay more to "stay in a hotel they know or go to a doctor they trust than to take the chance on a less expensive competitor"

Additionally, all commercial firms recognized customer satisfaction as a great important, customer satisfaction is conceptualize to be an evaluation of an emotion that reflects on of the level to which the customer believes the service provider delivering services with positive feelings. The link between satisfaction and behavior intentions has been hypothesized in most studies of the service area. (Anderson and Sullivan 1993; Rucci et al.1998; Bansal and Taylor 1999; Cronin et al. 2000). This link actually is essential part to the marketing concept, which supports that satisfying

customer needs and wants, and is the important role to repeat purchase (Kotler et al. 2002). Moreover, the significance of satisfaction on customer retention is recognized that, at the industry level, in order to preserving customer impression and future financial performance, some major economies measure satisfaction by using large sample surveys (Fornell, 1992; Fornell et al.1995).

Customer satisfaction is the priority criterion for determining the ability and capability of the company that is actually delivered to customers through the product or service (Vavra 1997). Customer satisfaction plays a crucial role for survival of organization as can be seen in several studies that "it wastes in the range from four to six more in times, money, and resource to engage a new customer than it does to keep an existing customer" (Naumann 1995). The competition of maintaining excellent level of services has been created, together with cognizance of customer expectations, improvement in services and products. To aware of customer expectations and requirements are principal for two reasons, 1) it provides an adequate idea of repurchase in consequence and 2) word of mouth suggestions (Berkman and Gilson 1986).

SERVICE QUALITY

Service quality has been focused by many researches (Baker, Grewal, and Parasuraman 1994; Gotlieb, Grewal, and Brown 1997; Parasuraman, Zeithaml, and Berry 1998; Dodds, Monrue and Grewal 1991; Grewal, Monroe and Krishman 1998; Voss, Parasuraman, and Grewal 1998). The results of researches gave them an in-depth data which supports the notion that the perceived value would be increased by service quality; and, this value would generate customer loyalty.

This is called "The quality-value-loyalty chain"; this chain is also consistent with Heskett, Sasser, and Schlesinger (1997) study about service-profit chain and Reichheld (1996) study on customer loyalty. The exceptional service quality can reduce the customer non-monetary amounts which are time and effort, it is essential for excellent performance (Berry 1999). Furthermore, it is more difficult for competitors to compete in service quality than product quality and price. As a result, the supplier who acquires the great quality of service will gain a competitive advantage in the market. The earlier study (Gronroos 1982; Lehtinen 1982; Lewis and Booms 1983; Sasser, Olsen, and Wyckoff 1978) has implied that customers make a valuation of service quality by comparing what they feel toward the products and services offered by the suppliers.

Cronin (2003) argued that service quality was the most widely investigated compose in services marketing. Service quality is defined as a whole determination about the level of a service firm's performance, general attitude evaluation of service provider (Bitner 1995; Zeithaml & Parasurmaman 1996). As the result, this significant body of work and marketing scholars has concluded that service providers will be rewarded with enhanced customer retention if they can take actions that resulting in improved service quality evaluations. It might probably be that the customers are unwilling to return to a service provider if the company performs a lower level of perceived service quality than customers' expectations (Zeithaml & Parasurama 1996).

The quality of services is considered to be a critical success factor for contemporary service companies. In addition, there is connection between service quality and profitability which is generally explained by two basic principles. First, service quality is considered as one of a few indicators for service distinction and competitive benefit, which attracts new customers and help leading to the market share. Second, service quality is examined as an important part for customer retention. It has been argued that excellent service magnify customers' affection to buy again. Cronin and Taylor (1994) found that service quality had a practical consequence for customer repurchase motive and to recommend to others. The most comprehensive

study in this field by Zeithaml et al. (1996) determines that service quality manipulates various motivations such as giving recommendations, doing more business, and willingness to pay more.

Eccles and Durand (1997) explained that essential features of quality were obviously impossible to measure when considering a service as the quality was defined and perceived by consumer. Each customer requires each characteristic condition to fulfil their expectation, regardless of the tangible elements presented. Suleiman and Jehad (2011) identified that measuring service quality seems to put forward the idea of difficulties for service providers because of the particular aspect of service. In addition, travelers look forward to great rank of service from luxurious hospitality industry (Monty and Skodmore 2003).

Moreover, ArashShainn (2001) noted that there were also a number of different definitions for service quality. Firstly, it can be used to describe service character as the term of a service meets customer's need or expectations. Secondly, service potential can illustrate the difference between customer expectation in service and actual received service. The customer's state of being dissatisfied happens when the expectation is greater than performance; thus, the experienced quality is less than satisfaction. Therefore, service quality is the aspect and attribute of a product on its capability to gratify stated or signified need. A definition of service quality, in general, is that the service should correlate to customers' expectations and comply with their requirements and desires.

It is generally agreed that the service quality structure is different from that of customer satisfaction. Bolton and Drew (1991) and Parasuraman et al. (1988) argued that service quality is an attitude on a whole towards a service firm while customer satisfaction is particular to an individual service confrontation. Robinson (1999) pointed out that it is generally agreed that service quality is a point of view or perspective about the better service.

Quality and satisfaction

Oliver (1981) concludes recent idea on satisfaction in the following explanation: "satisfaction is a summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience". This and other definitions (e.g., Howard and Sheth 1969; Hunt 1979) and the majority of satisfaction measurements relate to a specific transaction. Oliver (1981) makes a summary and distinguish the transaction-specific nature of satisfaction from attitude, as follows:

Attitude is about the consumers' affectional feeling and thinking of a product, store, or process (e.g., customer service) while satisfaction is the emotional response of consumers after they experiences a disconfirmation which base on the basis attitude level and which is consumption-specific. Attitude is therefore evaluated in more generic terms to product or store and is less circumstantial related.

Regarding to the distinction between attitude and satisfaction, it is a difference between service quality and satisfaction: perceived service quality is a mass general perception, or attitude, relating to the superiority of the service, whereas satisfaction is related to a particular transaction. Indeed, in the twelve focus group interviews included in the exploratory research carried out by Parasuraman, Zeithaml, and Berry (1985), respondents gave several explanations of some cases when they were satisfied with a specific service but did not feel the service provider has high quality.

Hence, these two constructs are relevant, in that incidents of satisfaction over time effect in perceptions of service quality. In Oliver's (1981) words, "satisfaction soon decays into one's overall attitude toward purchasing products."

Perceived quality versus objective quality

Researchers (Garvin 1983; Dodds and Monroe 1984; Holbrook and Corfman 1985; Jacoby and Olson 1985; Zeithaml 1987) have emphasized that the objective quality is different from the perceived quality. Holbrook and Corfman (1985), for example, observed that the term quality has been used differently between customers and researchers, who theoretically define it. The conceptual definition differentiates between mechanistic and humanistic quality: "mechanistic (quality) involves an objective aspect or feature of a thing or event; humanistic (quality) involves the subjective response of people to objects and is therefore a highly relativistic phenomenon that differs between judges" (Holbrook and Corfman 1985, p. 33). Garvin (1983) describes five ways to identify quality, including two (product-based and manufacturing-based) that is relevant to objective quality and one (user-based) that aligns with perceived quality.

Olshavsky (1985) observe that quality, same as attitude, is a total evaluation of a product. Holbrook agrees, giving a suggestion that quality acts as a relatively global value judgment. Exploratory research conducted by Parasuraman, Zeithaml, and Berry (1985) supports the idea that service quality and attitude is considered as an overall evaluation. Twelves focus group with current or recent consumers of four different services, retail banking, credit card, securities brokerage, and product repair and maintenance have been interviewed. The interview focused on topics such as the meaning of quality in the context of the service in question, the characteristics the service and its provider should have in order to project a high-quality image, and the basis customers use in service quality evaluation. Comparison of the results from the focus groups disclosed that, regardless of the type of service, customers evaluate the service quality by using the same general criteria

Measures of Retail Service Quality

Service quality in retailing is unlike any other product/service environment (Finn, 2004). Because of the unique concept of retail service, developments and measurements of quality in retailing are unable to approach in the same method as that of the services perspective. In retail service, it is essential to look at quality from the perspective of services as well as products and develop a set of items that precisely measure this theory (Mehta et al., 2000). For this reason, Dabholkar et al. (1996) developed and experientially validated the Retail Service Quality Scale (RSQS) to find dimensions important to retail customers based on the triangulation qualitative research technique. The qualitative research has been conducted by using three different methods - phenomenological interviews, exploratory profound interviews, and tracking the customer at the store. These qualitative findings combining with the existing writings and SERVQUAL, Dabholkar et al. (1996) suggested that retail service quality has a hierarchical factor structure consist of five basic dimensions, namely 'physical aspects', 'reliability', 'personal interaction', 'problem solving', and 'policy', with first three fundamental dimensions having two sub-dimensions each and total service quality as a second order factor.

SERVQUAL as a Measurement of service quality

Conceptual basis for the SERVQUAL scale is obtained from the research of several researchers who have studied the service quality's definition (Sasser, Olsen, and Wyckoff 1978; Gronroos 1982; Lehtinen and Lehtinen 1982) and from an overall qualitative research that identify service quality and light up the dimensions along which consumers perceive and evaluate service quality (Parasuraman, Zeithaml, and Berry 1985) Conceptualization of Service Quality.

SERVQUAL is used to gauge service quality by looking at the contradiction between a customer's expectations for a service providing and the customer's

perceptions of the service earned. Respondents are required to answer questions about both their expectations and their perceptions (Parasuraman et. al., 1988). The use of perceived against to actual service received makes the SERVQUAL measure an attitude measure which is relevant to satisfaction but not similar, (Parasuraman et. al., 1988). Parasuraman et. al. (1991) showed some revisions to the original SERVQUAL measure to correct problems with high means and standard deviations found on some questions and to get a direct measure of the importance of each theory to the customer.

Kettinger and Lee (1994) and Pitt et. al. (1995) were among the initiative adapters of SERVQUAL to the IS context. SERQUAL has been used in their work to measure the service quality of the IS function. Since this time SERQUAL has been concerned if it is suitable to the IS context (Kettinger and Lee, 1997; Pitt et al., 1997; Carr, 2002; van Dyke et. al., 1999).

Service quality is based on consumer's evaluation. Service Quality has been defined by Parasuraman et al. (1988) as the gaps between customer's perception of service performance and service expectation. As perceived service quality is described as customers' total judgment of service, i.e. customers' subjective determination on the excellence or superiority of service, it is assumed to be similar to attitude (Parasuraman et al., 1988; Sureshchandar et al., 2002; Zeithaml, 1988). Based on the disconfirmation model, Parasuraman et al. (1988) improve the SERVQUAL tool to measure service quality. Particularly, the instrument consists of five service dimensions: reliability, responsiveness, assurance, empathy and tangibles.

Expectations compared to perceptions

The works of Sasser, Olsen, and Wyckoff (1978); Gronroos (1982); and Lehtinen and Lehtinen (1982), and the large focus group interviews conducted by Parasuraman, Zeithaml, and Berry (1985), clearly support the concept that service quality, as noticed by consumers, comes from a comparison of what they expect a service provider should

offer (i.e., from their expectations) with their perceptions of the performance of firms providing the services. Thus, perceive service quality is considered as the degree and direction of inconsistency between consumers' perceptions and expectations.

The term "expectations", used in the service quality literature is different from how it is used in the consumer satisfaction literature. Especially, in the satisfaction literature, expectations are noted as *predictions* made by consumers about what is probably happen while the transaction and exchange occur. For instance, according to Oliver (1981), "It is generally agreed that expectations are consumer-defined probabilities of the occurrence of positive and negative events if the consumer engages in some behavior". On the contrary, in the service quality literature, expectations are regarded as customer's needs or wants, i.e., what they feel a service provider *should* offer rather than *would* offer.

Critics for SERVQUAL

Researchers believe that the utilization of SERVQUAL depends on service type (e.g. Cronin et al., 2000), and it might be suitable for current services but not new services (Rosa Bastos and Mu oz Gallego, 2008). Moreover, regarding the contrast theory, Woodruff et al. (1983) indicated that consumers might increase or decrease their performance belief based on how closely the perceived performance resembles the expected performance.

In responses to all criticisms, Parasuraman et. al (1991) edited original SERVQUAL tool. The changes in SERVQUAL are significant in the prospect of the criticisms that had been levied at the model and may be defined as a specific reaction to such criticisms. SERVQUAL was revised by Parasuraman et. al in 1991, based on the result of an empirical research on five service companies. The distinctness from the original version are as follows: first, some terminology in the initial version might lead to impractically high expectation scores, an insignificantly different wording was applied. The revised wording focused on the customers' expectation from companies

providing excellent services; second, the negatively illustrated items in the earlier version were all adjusted to a positive format; third, the new items were alternated two original items to more fully capture the dimensions and to consolidate suggestions from managers.

The difference among service providers gives one reason to question the suitability of generic quality measurement scales such as SERVQUAL, and expresses that customization to the specific market-industry context is more relevant. Study on developing evaluation for service quality is still seeking to find the best tools, whether there should be a general instrument, or particular tools for each service area, whether customers' expectation should be included in the process of measurement or if perceived performance is sufficient, whether to weight or unweight the tools, and whether dimensions for service quality should be general or particular and how many dimensions service really has.

Also, the Q=E-P paradigm (or disconfirmation paradigm), regardless of criticisms by many of authors, still seems to be the most functional model for the service quality measuring presently available in the literature. So, for the inspection, it is quoted Asunbonteng's assumption: "Until a better but equally simple model emerges, SERVQUAL will predominate as a service quality measure".

Buttle (1996) and Yuksel and Menderes (2001) argue that SERVQUAL is a practical operationalization of a rather vague idea, service quality. Most of all, the substitute to SERVQUAL with the same level of general appeal and research-based has not occur yet.

Advantages for SERVQUAL

In current study regarding service, there are various key implement available for service quality measurement. Through, the SERVQUAL model has been the major generic tool used to evaluate and manage service quality across different service

settings and several cultural backgrounds and is valued by academics and practitioners. Below are some of the key advantages and reasons to utilize the SERVQUAL model to gauge the level of customer satisfaction with a corporate. It can be used on a regular standard to track customer perceptions of service quality of a specific organization compared to its competitors. When results have been analyzed they can be noticeably projected so that it can simply identify strengths and weaknesses related to competition.

It provides the opportunity for a service provider to estimate its service quality performance on the foundation of each dimension individually as well as the overall dimensions. It supports the firm in classifying its customers into different divisions based on their individual SERVQUAL scores and can be utilized in several service sectors and provides a basic outline that can be adjusted to fit their specific attributes of a specific organization. It is able to apply across different experiential context and several countries and cultural backgrounds. The SERVQUAL gap analysis method seems to be a logical and uncomplicated concept and the questionnaire is also pre-described and can be adjusted as required.

Finally, SERVQUAL is a tried and tested tool which can be utilized relatively for benchmarking purposes. It benefits from being a statistically accurate instrument as a result of comprehensive field testing and clarification (Al Bassam & Al Shawi, 2010). To value more completely all the advantages of using SERVQUAL surveys should be conducted annually for the following reasons;

To allow annual comparison; to identify how service improvements have an effect to customers' perceptions and expectations of the service over time.
To find out the efficiency of service development and improvement initiatives in aimed dimensions. SERVQUAL implementation and customer perception and expectation of service measurement may well affect in customer maintaining, customer loyalty and positive word-of-mouth, increasing a cross-selling opportunity, employee benefits, better corporate image, profit gains and financial achievement.

But conducting a measurement too often may well result in customers losing their motivation to answer accurately (Shadin, 2006).

THE SERVQUAL INSTRUMENT

The SERVQUAL instrument seizes customer expectations of service quality as well as their perception of the services actually offered to them. "The perceived service quality, or gap, score (denoted as Q) is calculated for each statement by subtracting the E score from the P score, implying a Q score for each statement ranging between -6 and +6" (Wisniewski & Donnelly, 1996). A negative Q score defined a level of service quality which is below than the customer's expectation. On the contrary, the Q score shoed as zero to positive indicates that a level of service is equal to or exceeds customer expectations (Parasuraman, Berry, & Zeihaml, 1991; Wisniewski & Donnelly, 1996).

The research of SERVQUAL developers defined that the customers don't hold each of the service quality dimensions in the similar regard and are not equally important (Parasuraman, Berry, & Zeihaml, 1991). Therefore, the SERVQUAL customer perception instrument also gathers respondent input as to the importance of each theory by having respondents allocate a total of 100 points across the various service quality dimensions (Parasuraman, Berry, & Zeihaml, 1991). This information allows for a saliency measuring that can be used to identify which of the service quality dimensions are the most important to the customers. The salience scores probably also be utilized to weight the results of the SERVQUAL Q scores for each service quality concept by multiplying the Q score by the salience score gathered from the survey population. The weighted scores give the greater comprehension as to the total significance of the service quality construct to the survey population, thus allowing service providers to implement more target-oriented service improvement initiatives further.

The SERVQUAL instrument has been estimated by its developers for both accuracy and reliability. As a result of those evaluations, the SERVQUAL instrument

was considered to be a reliable and accurate tool. Because of its reliability and validity, the developers also discovered that the SERVQUAL instrument can be "suitably reworded to and/or augmented to make them more germane to the context in which the instrument is to be used" (Parasuraman, Berry, & Zeihaml, 1988, p. 28).

SERVQUAL Dimensions

Exploratory study of Parasuraman, Zeithaml, and Berry (1985) revealed that the criteria used by consumers for estimating service quality fit 10 conceivably interrelating dimensions. "These dimensions were tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, acknowledging the customer, and access" (a description of the dimensions can be found in Parasuraman, Zeithaml, and Berry 1985, p. 47). Parasuraman, Zeithaml, and Berry also explained these 10 dimensions and their descriptions function as the fundamental composition of the service quality discipline from which items were determined for the SERVQUAL scale.

SERVQUAL is a compact mixed item scale with good reliability and validity that retailers can use for better understanding the service expectations and perceptions of consumers and, consequently, improve service performance. In addition, SERVQUAL has been designed as a common instrument that could be appropriate to a wide range of services. It provides the simplest structure through its expectations or perceptions layout containing explanations for each of the service quality dimensions. The structure, when unavoidably determined, can be modified or added to fit the traits or specific research needs of a special organization. The instrument has been comprehensively chosen merely because the developers have held that SERVQUAL can be utilized to figure out the service quality providing of any service organization, nevertheless, the various replications engaged have emphasized plenty of fields of both theoretical and psychometric involve and amount of aspects has been revolved around by this analysis.

In accordance with Parasuraman el al.'s research, it showed "10 dimensions transcending different types of services that customers use forming expectations about and perceptions of services received: Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/knowing the customer and Tangibles." However, in their 1988 work, these components were changed into five dimensions: Reliability, Assurance, Tangibles, Empathy and Responsiveness (RATER dimensions). It has obvoiusly seen that Reliability, Tangibles and Responsiveness still remained while the other seven components were cut into two dimensions, assurance and empathy. These SERVQUAL dimensions are described as follows;

Tangible: KrishnaNaik et al. (2010) stated that "tangible was the service dimension that focused on the elements that represent the service physically." Tangibles involve with appearance of physical environment, facilities, personnel, and communication materials. It also translates to the interiors, the appearance, uniform of the staff, the appearance and design of the store signage and advertisements (Zeithamal et al., 2006). Tangibles are used by firms to convey image and signal quality (Zeithaml et al., 2006).

Reliability: it can be described as "the ability to perform the promised service dependably and accurately" or "delivering on its promises" (Zeithaml et al., 2006, p. 117). This dimension is inclined to make distinctions because customers always prefer to deal with firms who keep their words and this is generally communicated to the firm's customers (Bloemer et al. 1999).

Responsiveness: Abulhalifeh and Ahmad (2004) stated that responsiveness could be described as the willingness to help the customers, the ability to deal with customer's complaint, request and questions promptly and in a timely manner. Responsiveness "is the willingness to help customers and provide prompt service" (Zeithaml et al., 2006, p. 117). This dimension is connected with immediately and carefully handling the customer's requests, questions and complaints. A firm realizes to be responsive when communicating with its customers; and, recognizes the time to get answers or

have their problems resolved. To be successful, a firm needs to consider responsiveness from the customer's prospect rather than the company's aspect (Zeithaml et al., 2006).

Assurance: Mei et al. (1999) stated that assurance referred to ability and kindness of employees that can encourage customer trust and confidence. Assurance can be consisted of competence, courtesy, credibility and security. Also, it can be defined as "the employees' knowledge and courtesy and the service provider's ability to inspire trust and confidence" (Zeithaml et al., 2006, p. 119). According to Andaleeb and Conway (2006), assurance may not be so significant corresponding to other industries where the risk is higher but the result of using the service is changeable. Hence, for the medical and healthcare organization, assurance is an important aspect that customers consider in evaluating a hospital or a surgeon for an operation. The trust and confidence may be expressed in the personnel who connect the customer to the organization (Zeithaml et al., 2006).

Empathy: Parasuraman et al. (1985) identified that empathy referred to provision of caring and personal attention that provided to customers. Empathy could be including access, communication and understanding the customer. Besides, empathy is also described as the "caring, individualized attention the firm provides its customer (Zeithaml et al., 2006, p. 120). Unique and special treat are provided to customer. There are several forms that empathy can be represented: knowing the customer's name, preferences and needs. This ability is used by many small firms in order to provide personalized services as a competitive opportunity over the larger firms (Zeithaml et al., 2006). This dimension is also more appropriate with industries where improving relationships with customers guarantees the firm's existence in opposition to "transaction marketing" (Andaleeb & Conway, 2006). Therefore, in the circumstances of quick service restaurant, empathy may not be suitable for where quick service is looked for by customers, in the meantime, the long queues are await at the counters. However, in a fine dining restaurant, empathy may be relevant to assure customer loyalty as the server knows how the customer likes his or her food to

be prepared. On the other hand, some customers may just want to be left alone to enjoy their food and may not want someone giving them too much attention. Empathy in the circumstances of fine dining can be proved through showing anxiety at the times of service imperfection and providing service improvement or going out of the common approach to meet a customer's special requirements, for example, providing vegetarian food.

OBJECTIVE OF THE STUDY

1.   To identify whether there is a gap between customer's expectations, perception towards Thai luxurious shopping malls.

2.   To identify whether there is difference on customers' expectation, perception between foreigner and Thai towards Thai luxurious shopping malls.

3.   To search for ways of improvement for Thai luxurious shopping malls to increase their service quality
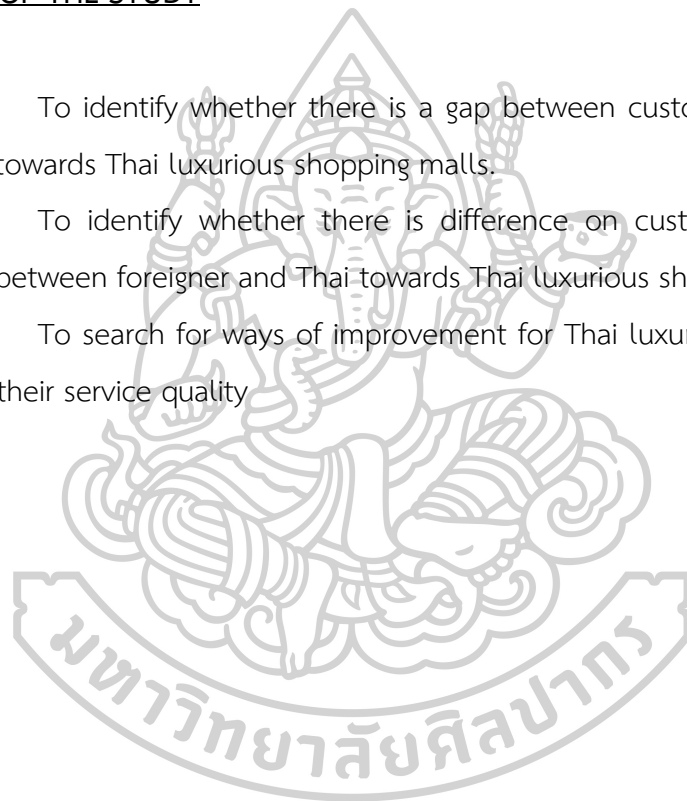
CHAPTER 3

RESERCH METHODOLOGY

The research use the quantitative research because it is explaining phenomenon by collecting numerical data that are analyzed by using mathematics-based methods (Aliaga & Gunderson, 2000) including surveys and customer satisfaction questionnaires can assist small firms to improve their products and services by enabling them to make informed decisions.

In term of this study, use SERVQUAL dimensions which are tangible, reliability, responsiveness, assurance and empathy to evaluate customer satisfaction. Therefore, the study will use quantitative research by using the questionnaire to collect the data to know whether there is different between customer's expectation and perception of service quality at luxurious shopping malls in Bangkok, Thailand.

The definition of luxury shopping mall

Luxurious shopping malls in researcher's view is the shopping mall that sell luxuries goods or brand name such as LV, Prada, Gucci and many more.

THE SAMPLE POPULATION

The characteristic of population is Thai and foreign people who have been visited Thai luxurious shopping malls which are Siam Discovery, Siam Centre, Siam Paragon, Central World, Central Chidlom, Central Embassy, Terminal 21, The Emquatier or others in Bangkok, Thailand at that period of time. Using the quantitative research for 54 questions including demographic and opinion parts throughout those luxurious shopping malls and also use online research questionnaire to collect the data, so people who have visited those Thai luxurious shopping malls are the respondents.

Researcher distributes about 300 questionnaires and gets back 286 which are Thai respondents for 143 and foreign respondents for 143 also.

SAMPLE SIZE

The questionnaire's target is 300 but researcher can get them back for 286 questionnaires which are divided for foreigners of 143 and 143 of Thai respondents. The ordinary way to spread the questionnaires is giving them on travelers' hand at shopping malls around Siam district and also takes online google form to spread questionnaires to Facebook friends to get faster answer. Taking around one week researcher can get enough the number of questionnaires.

DATA COLLECTION

There are many luxurious shopping malls in Bangkok, Thailand. For example, Siam discovery, Siam Centre, Siam Paragon, Central World, Central Chidlom, Central Embassy, Terminal 21 and The Emquatier which are located in the best location and be convenient to reach. Therefore, researcher will distribute the questionnaire to both Thai and foreign people who visit at those shopping malls around Siam district; Siam Centre, Siam Paragon and Central world to get the actual information for 140 questionnaires and also uses online questionnaire to collect the data for 146, so people who have visited those Thai luxurious shopping malls and who use online media on Facebook are the respondents.

RESERACH INSTRUMENT

The questionnaire will be divided for two parts which are demographic and opinion part. For demographic part, researcher will ask about people background such as gender, age, nationality, occupation, education, purpose of visiting Bangkok and the

favorite shopping malls to know who the respondents are. The opinion part is used for ask about their expectation, perception and satisfaction to know their opinion towards Thai luxurious shopping malls.

The expectation questions are 21 questions asking about excellent luxurious shopping malls, the perception questions are also 21 questions asking about Thai luxurious shopping malls and the satisfaction questions are 5 questions asking about customer satisfaction towards Thai luxurious shopping malls. The questions of expectation and perception terms adopt from SERVQUAL dimensions which are tangibility for 3 questions, reliability for 5 questions, responsiveness for 4 questions, assurance for 4 questions and empathy for 5 question equally and all of questions measure customers satisfaction towards those dimensions.

The elements of nationalities factors as independent variables and customer's expectation, perception and satisfaction as dependent variables items are measured on 5-point Likert- scale which range from 5 (strongly agree) to 1 (strongly disagree). For the all dimensions, the research respondents are asked to show the degree of agreement or disagreement on the customer's expectation, perception and satisfaction factors whether Thai luxurious shopping malls pay attention to achieve customer's satisfaction. The Likert scale is taken for the opinion part in the questionnaire which will measure from the respondents who have done the questionnaire and the scale is as following:

1: strongly disagree, 2: disagree, 3: Neutral, 4: Agree, 5: Strongly agree

THE EXPECTATION AND THE PERCEPTION QUESTIONS

There are 21 research questions in term of expectation and also 21 research questions in term of perception which use SERVQUAL dimensions to ask the 286 respondents. (E: EXPECTATION, P: PERCEPTION)

For tangibility questions, there are 3 question adopted from (Juwaheer, 2004, p. 355) as following;

E1. Excellent luxurious shopping malls will have modern looking equipment.

P1. Thai luxurious shopping malls have modern looking equipment.

E2. The physical facilities at excellent luxurious shopping malls will be visually.

P2. Thai luxurious shopping malls' physical facilities are visually appealing.

E3. Employees at front desk excellent luxurious shopping malls will be neat appearing.

P3. Thai luxurious shopping malls' reception desk employees are neat appearing.

For reliability questions, there are 5 questions and all questions are adopted from (Kumar et al., 2009, p. 218) as following;

E1. When excellent luxurious shopping malls promise to do something by a certain time, they do.

P1. When Thai luxurious shopping malls promise to do something by a certain time, they do

E2. When a customer has a problem, excellent luxurious shopping malls will show a sincere interest in solving it.

P2. When you have a problem, Thai luxurious shopping malls show a sincere interest in solving it.

E3. Excellent luxurious shopping malls will perform the service right the first time.

P3. Thai luxurious shopping malls perform the service right the first time.

E4. Excellent luxurious shopping malls will provide the service at the time they promise to do so.

P4. Thai luxurious shopping malls provide their service at the time it promises to do.

E5. Excellent luxurious shopping malls will insist on error free records.

P5. Thai luxurious shopping malls insist on error free records.

For responsiveness questions, there are 4 questions and all questions are adopted from (Abili et al., 2012, p. 206) as following;

E1. Employees of excellent luxurious shopping malls will tell customers exactly when services will be performed.

P1. Employees in Thai luxurious shopping malls tell you exactly when services will be performed.

E2. Employees of excellent luxurious shopping malls will give prompt service to customers.

P2. Employees in Thai luxurious shopping malls give you promptly service.

E3. Employees of excellent luxurious shopping malls will always be willing to help customers.

P3. Employees in Thai luxurious shopping malls are always willing to help you.

E4. Employees of excellent luxurious shopping malls will never be too busy to respond to customers' requests.

P4. Employees in Thai luxurious shopping malls are never too busy to respond.

For aassurance questions, there are 4 questions and all questions are adopted from (Mohammad and Ahmad, 2012 p. 18) as following;

E1. Customers can be confident in behavior of employees in excellent luxurious shopping malls.

P1. You can be confident in behavior of employees in Thai luxurious shopping malls.

E2. Customers of excellent luxurious shopping malls will feel safe in transactions.

P2. You feel safe in your transactions with Thai luxurious shopping malls.

E3. Employees of excellent luxurious shopping malls will be consistently courteous with customers.

P3. Employees in Thai luxurious shopping malls area are consistently courteous to you.

E4. Employees of excellent luxurious shopping malls will have the knowledge to answer customers' questions.

P4. Employees in Thai luxurious shopping malls have the knowledge to answer you.

For empathy questions, there are 5 questions and all questions are adopted from (Parasuraman at al., 1988, p. 28) as following;

E1. Excellent luxurious shopping malls will give customers individual attention.

P1. Thai luxurious shopping malls give you individual attention.

E2. Excellent luxurious shopping malls will have operating hours convenient to all their customers.

P2. Thai luxurious shopping malls have operating hours convenient to customers.

E3. Excellent luxurious shopping malls will have employees who give customers personal attention.

P3. Thai luxurious shopping malls have employees who give you the personal attention.

E4. Excellent luxurious shopping malls will have their customer's best interests at heart.

P4. Thai luxurious shopping malls have your best interest at heart.

E5. The employees of excellent luxurious shopping malls will understand the specific needs of their customers.

P5. The employees of Thai luxurious shopping malls understand your specific needs.

THE TRANSLATION

English and Thai languages are used in the questionnaire of this study because Researcher would like to collect the data from both Thai and foreign people to find out the difference of customer's expectation and perception between Thai and foreign people. Therefore, researcher needs Thai translator, Khun Arthit Mekarkard who specializes in term of language due to graduation in Bachelor of Art (English) to translate from English to Thai and helps form professor Ardiporn Khemarangsan, Ph.D. Therefore, all of the wording in the questionnaire is proved by both Khun Arthit Mekarkard and Professor Ardiporn Khemarangsan, Ph.D. to get the same meaning and correctness of the questionnaire.

DATA ANALYSIS

Researcher uses SPSS (Statistics Package for the Social Sciences) program to analyze the data to get the statistical information by using MEAN analysis and T-test analysis.

For MEAN analysis, it is taken to find out the answer whether what are the point of customer's expectation and perception to answer the Objective 1. Therefore, there have the points that are used to measure them as following (Siljaru, 2008):

4.50 - 5.00 stands for Strongly Agree

3.50 - 4.49 stands for Agree

2.50 - 3.49 stands for Neutral

1.50 - 2.49 stands for Disagree

1.00 - 1.49 stands for Strongly Disagree

Researcher also takes T-test analysis to measure the difference between Thai and foreign customers satisfaction towards Thai luxurious shopping malls whether how much the significant is to answer objective 2.
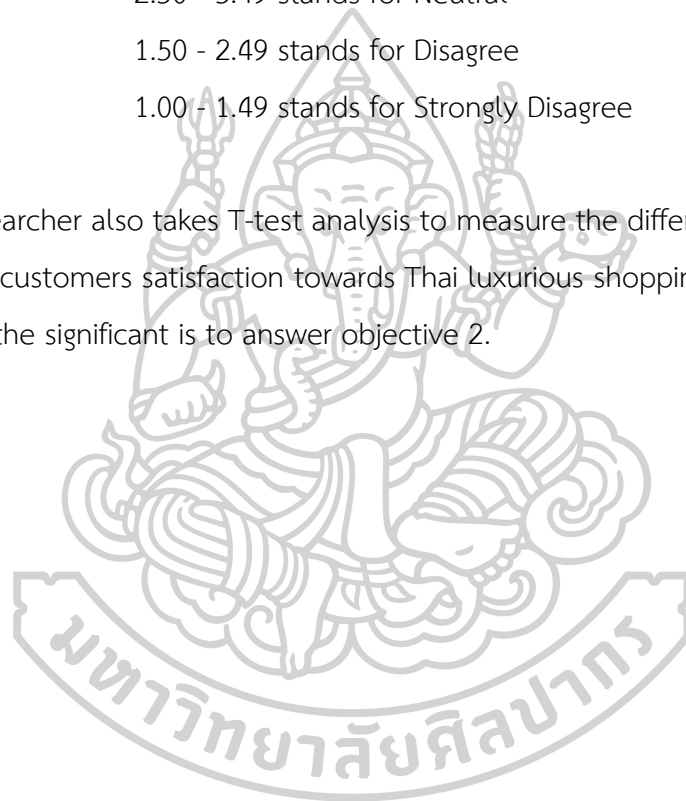
CHAPTER 4

DATA ANALYSIS

This chapter represents the result of the study including the respondents' personal data, level of customer's expectation, perception and satisfaction concerning the service quality of luxurious shopping malls in Bangkok, Thailand.

This study uses SPSS analysis to analyze the data which are composed of frequencies techniques to analyze about personal data of the respondents which are gender, age, nationality, occupation, education, purpose of visiting Bangkok and the favorite shopping malls. To answer the objectives, it uses means; correlation and T-test techniques to analyze the data in term of opinion parts.

SAMPLE CHARACTERISTIC

Sample characteristics

The data shows 286 of respondents who are both Thai and foreign customers visiting Thai luxurious shopping malls. The table and the pie chart will present the data in term of gender, age, nationality, occupation, education, purpose of visiting Bangkok and the favorite shopping malls.

Table 1   Personal data of respondents (384 respondents)

Table 1.1 Genders
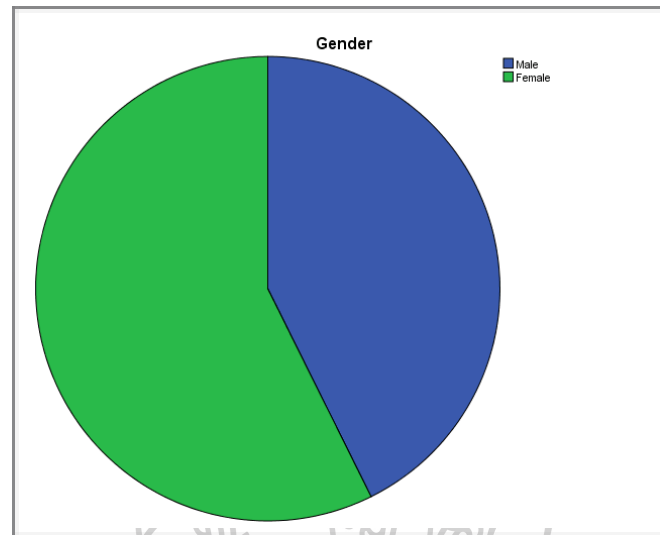
Gender	Frequency	Percent	Cumulative Percent
Male	**122**	42.7	42.7
Female	164	57.3	100.0
Total	286	100.0	

        From the table, the findings demonstrate there are 286 respondents who returned the questionnaire; they are divided into two categories as male and female. There are more female customers (57.3%) than male customers (42.7%) around 42 people.

Table 1.2 Age
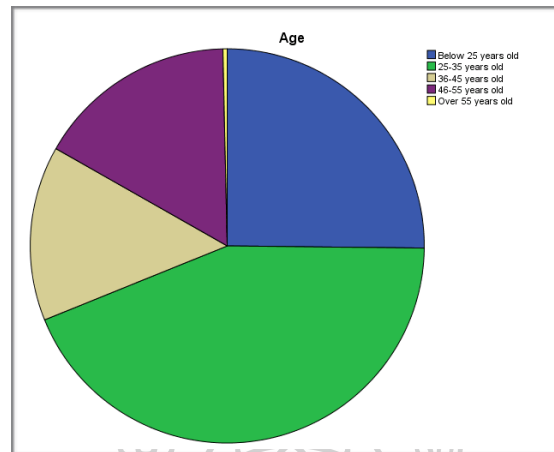
Age	Frequency	Percent	Cumulative Percent
Below 25 years old	72	25.5	25.2
25-35 years old	125	43.7	68.9
36-45 years old	41	14.3	83.2
46-55 years old	47	16.4	99.7
Over 55 years old	1	0.3	100.0
Total	286	100.0	

For the table, the respondents who are the largest age group is between 25 - 35 years old (43.7%), following by below 25 years old (25.5%), 46-55 years old (16.4%), 36-45 years old (14.3%) and over 55 years old (0.3%) respectively.

Table 1.3 Nationality
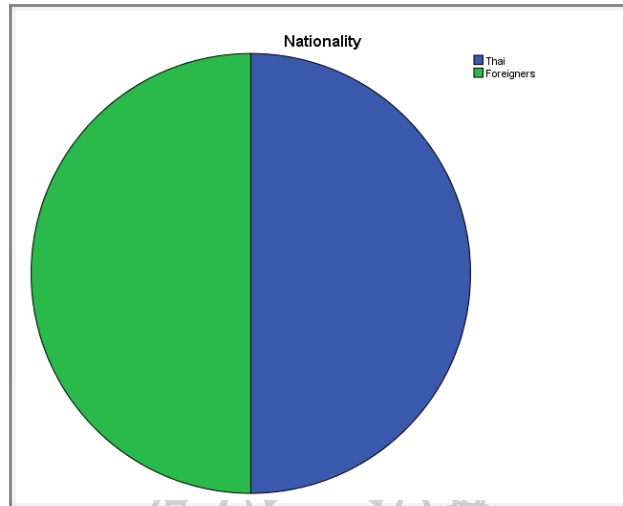
Nationality	Frequency	Percent	Cumulative Percent
Thai	143	50.0	50.0
Foreigners	143	50.0	100.0
Total	286	100.0	

This table shows respondents are Thai (50%) and foreign (50%).

Table 1.4 Occupation
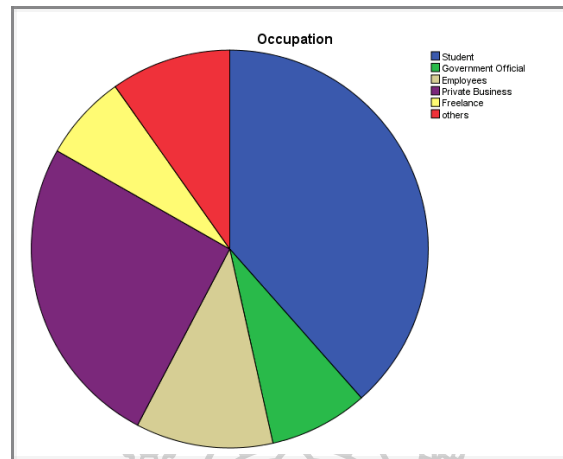
Occupation	Frequency	Percent	Cumulative Percent
Student	110	38.5	38.5
Government Official	23	8.0	46.5
Employees	32	11.2	57.7
Private Business	73	25.5	83.2
Freelance	20	7.0	90.2
others	28	9.8	100.0
Total	286	100.0	

This table shows the majority of respondents about their jobs are student (38.5%), following by private business (25.5%), employees (11.2%), others (9.8%), government official (8%) and freelance (7%) respectively.

Table 1.5 Education
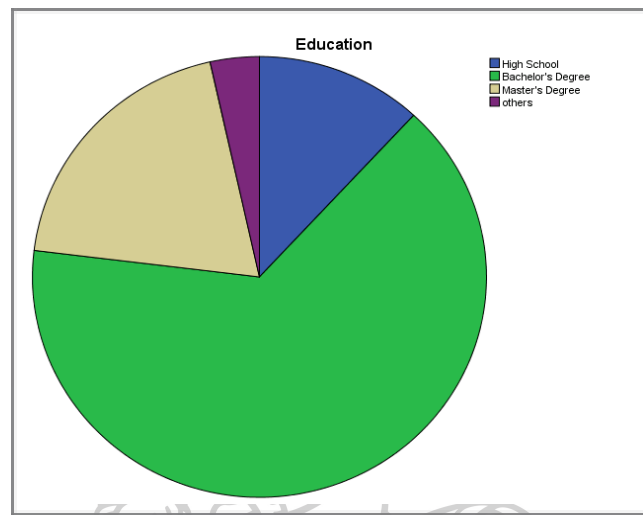
Education	Frequency	Percent	Cumulative Percent
High School	34	11.9	11.9
Bachelor's Degree	186	65.0	76.9
Master's Degree	56	19.6	96.5
others	3.5	3.5	100.0
Total	286	100.0	

The table shows that Bachelor's degree is the most majority (65%), following by Master's degree (19.6%), High school (11.9%) and others (3.5%) respectively.

Table 1.6 Purpose of visiting Bangkok
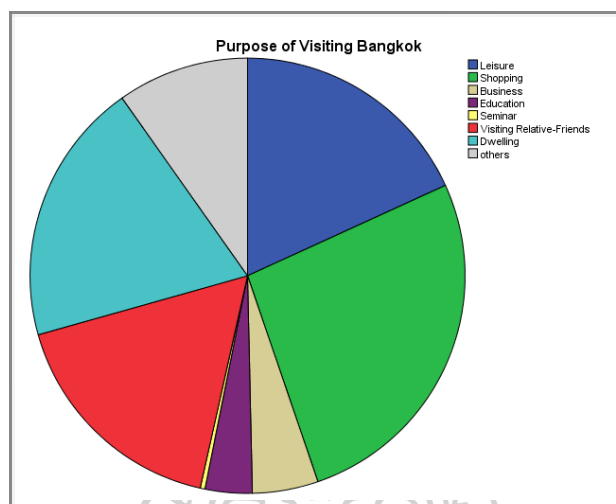
Purpose of visiting Bangkok	Frequency	Percent	Cumulative Percent
Leisure	52	18.2	18.2
Shopping	76	26.6	44.8
Business	14	4.9	49.7
Education	10	3.5	53.1
Seminar	1	0.3	53.5
Visiting Relative-Friends	49	17.1	70.6
Dwelling	56	19.6	90.2
others	28	9.8	100.0
Total	286	100.0	

The table illustrates the purpose of customers who visit Bangkok for shopping is the majority (26.6%), following by Dwelling (19.6%), Leisure (18.2), Visiting relative-friends (17.1%), other reasons (9.8%), Business (14%), Education (3.5%) and Seminar (0.3%) respectively.

Table 1.7 The favorite shopping malls
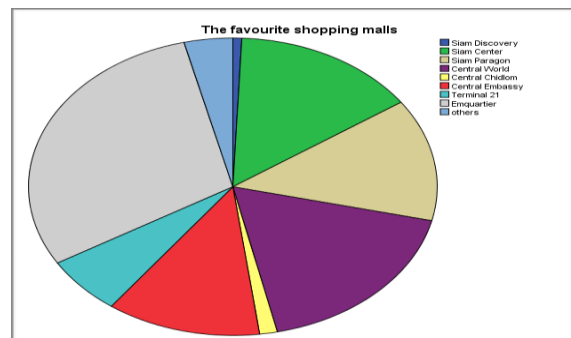
The favorite shopping malls	Frequency	Percent	Cumulative Percent
Siam Discovery	2	0.7	0.7
Siam Center	42	14.7	15.4
Siam Paragon	38	13.3	28.7
Central World	51	17.8	46.5
Central Chidlom	4	1.4	47.9
Central Embassy	35	12.2	60.1
Terminal 21	18	6.3	66.4
Emquartier	85	29.7	96.2
others	11	3.8	100.0
Total	286	100.0	

The table displays the most favorite shopping malls of customers is Emquartier (29.7%), following with Central World (17.8%), Siam Centre (14.7%), Siam Paragon (13.3%), Central Embassy (12.2%), Terminal 21 (6.3%), others (11%), Central Chidlom (1.4%), Siam Discovery (0.7%) respectively.

Table 2   The overall table shows the mean of expectation and perception of both Thai and foreign customers and also the gap between customer's expectation and perception of 286 respondents by using Means analysis which is divided by each dimension according to SERVQUAL theory as following;

Table 2.1 Tangible

Tangible	Mean of Expectation	Mean of Perception	The Gap
Luxurious shopping malls will have modern looking equipment	4.6678	4.3497	0.3181
The physical facilities at luxurious shopping malls will be visually	4.5385	4.4371	0.1014
Employees at luxurious shopping malls will be neat appearing	4.4685	4.1643	0.3042

This table displays the overall mean of Tangible questions of 286 respondents who are Thai and foreign customers for both customer's expectation and perception sides. From the results, all the questions having the mean of expectations are higher than the mean of perceptions which mean Respondents expect more on the tangibles aspects than that of perceptions of Thai luxurious malls.

The question of "luxurious shopping malls will have modern looking equipment" shows that there is the mean of expectation (4.6678) is higher than the mean of perception (4.3497) and having the highest gap (0.3181) for tangibility question which mean Thai luxurious shopping malls should more concern or improve about a modern looking equipment by creating something new or bring new technologies to get more convincingness and attractiveness from customers. For "The physical facilities at luxurious shopping malls will be visually", it shows the expectation's mean at 4.5385, the perception's mean at 4.4371 and the gap is the lowest in term of tangibility question (0.1014) which mean that respondents are the most satisfied with physical facilities in term of tangibility aspects. Therefore, this is an advantage of Thai luxurious shopping malls to make some facilities more valuable or adding a gimmick to build a reputation towards tourists' eyes. The expectation's mean is at 4.4685, the perception's mean is at 4.1643 and the gap is 0.3042 for the question of "Employees at luxurious shopping malls will be neat appearing".

Table 2.2 Reliability

Reliability	Mean of Expectation	Mean of Perception	The Gap
When luxurious shopping malls promise to do something by a certain time, they do	4.4476	4.2937	0.1539
When a customer has a problem, luxurious shopping malls will show a sincere interest in solving it	4.4930	4.1678	0.3252
Luxurious shopping malls will perform the service right the first time	4.5210	4.1538	0.3672
Luxurious shopping malls will provide the service at the time they promise to do so	4.6399	4.3916	0.2483
Luxurious shopping malls will insist on error records	4.6853	4.4056	0.2797

The table shows the overall mean of Reliability questions of 286 respondents for both customer's expectation and perception sides. Researcher also would like to know the gap between them. For the outcomes, all the questions having the mean of expectations are higher than the mean of perceptions Respondents expect more on this aspect than that of perceptions of Thai luxurious malls.

The question of "When luxurious shopping malls promise to do something by a certain time, they do" displays that there is the mean of expectation (4.4476) is higher than the mean of perception (4.2937) and having the lowest gap (0.1539) for reliability question which describe that respondents are the most satisfied with promising to do something by a certain time of Thai luxurious shopping malls. This becomes the advantage of Thai luxurious shopping malls because they can make customers reliable about some reactions. Therefore, Thai luxurious shopping malls should keep this benefit to keep customer reliability and being attractive new customers.

For "When a customer has a problem, luxurious shopping malls will show a sincere interest in solving it", it shows the expectation's mean at 4.4930, the perception's mean at 4.1678 and the gap is at 0.3252. The expectation's mean is at 4.5210, the perception's mean is at 4.1538 and the gap is the highest at 0.3672 for the question of "luxurious shopping malls will perform the service right the first time" which mean Thai luxurious shopping mall should improve about service being right at the first time by training the employees to have more knowledges or skills to deal with customers at being right at the first time. "Luxurious shopping malls will provide the service at the time they promise to do so" has the mean of expectation at 4.6399 that is higher than the mean of perception at 4.3916 and also has the gap at 0.2483. At 4.6853, it is the mean of expectation of the question "luxurious shopping malls will insist on error records" which is higher than at 4.4056 of the mean of perception and having the gap at 0.2797.

Table 2.3 Responsiveness

Responsiveness	Mean of Expectation	Mean of Perception	The Gap
Employees of luxurious shopping malls will tell customers exactly when service will be performed	4.6573	4.2692	0.3881
Employees of luxurious shopping malls will give prompt service to customers	4.5280	4.2483	0.2797
Employees of luxurious shopping malls will always be willing to help customers	4.4231	4.3881	0.0350
Employees of luxurious shopping malls will never be too busy to respond to customers' requests	4.5315	4.3951	0.1364

The table illustrates the overall mean of Responsiveness questions of 286 respondents for both customer's expectation and perception sides. For the results, all the questions having the mean of expectations are higher than the mean of perceptions.

The question of "Employees of luxurious shopping malls will tell customers exactly when service will be performed" shows that there is the mean of expectation (4.6573) is higher than the mean of perception (4.2692) at 0.3881 which is the highest gap of responsiveness question, so it means Thai luxurious shopping malls should give the training to employees about an exact knowledge and information in communicating with customers to create a good responsiveness. Therefore, always up to date and information should be more concerned for employees in Thai luxurious shopping   malls.

For "Employees of luxurious shopping malls will give prompt service to customers", it shows the expectation's mean at 4.5280, the perception's mean at 4.2483 and the gap is at 0.2797. The expectation's mean is at 4.4231, the perception's mean is at 4.3881 and the gap is the lowest at 0.0350 for the question of "Employees of luxurious shopping malls will always be willing to help customers" which mean employees of Thai luxurious shopping malls are always willing to help the customers' requests and it becomes an advantage for Thai luxurious shopping malls in creating the good perception towards customers' eyes. "Employees of luxurious shopping malls will never be too busy to respond to customers' requests" has the mean of expectation at 4.5315 that is higher than the mean of perception at 4.3951 and also has the gap at 0.1364.

Table 2.4 Assurance

Assurance	Mean of Expectation	Mean of Perception	The Gap
Customers can be confident in behavior of employees in luxurious shopping malls	4.4056	4.2867	0.1189
Customers of luxurious shopping malls will feel safe in transactions	4.4825	4.3566	0.1259
Employees of luxurious shopping malls will be consistently courteous with customers	4.5070	4.3357	0.1713
Employees of luxurious shopping malls will have the knowledge to answer customers' questions	4.5490	4.2413	0.3079

The table shows the overall mean of Assurance questions of 286 respondents for both customer's expectation and perception sides. For the results, all the questions having the mean of expectations are higher than the mean of perceptions.

The question of "Customers can be confident in behavior of employees in luxurious shopping malls" has the mean of expectation (4.4056) which is higher than the mean of perception (4.2867) by 0.1189 which is the lowest gap of assurance question, so it means Thai luxurious shopping malls have more confident of employees' behavior in creating the personal image to customers. Therefore, Thai

luxurious shopping malls should keep and continue to build the confident behavior of employees to create more customers' assurance.

For "Customers of luxurious shopping malls will feel safe in transactions", it shows the expectation's mean at 4.4825, the perception's mean at 4.3566 and the gap is at 0.1259. The expectation's mean is at 4.5070, the perception's mean is at 4.3357 and the gap is at 0.1713 for the question of "Employees of luxurious shopping malls will be consistently courteous with customers". "Employees of luxurious shopping malls will have the knowledge to answer customers' questions" has the mean of expectation at 4.5490 that is higher than the mean of perception (4.2413) by 0.3079 which is the highest gap of assurance question, so it means that Thai luxurious shopping malls should give a development and training about the product knowledges and important information to employees in order to give the correct information to customers. At least, Thai luxurious shopping malls should provide a supervisor or concierge who can deal with customers very well to help in an accidental case.

<u>Table 2.5 Empathy</u>

Empathy	Mean of Expectation	Mean of Perception	The Gap
Luxury shopping malls will give customers individual attention	4.4930	4.2727	0.2203
Luxury shopping malls will have operating hours convenient to all their customers	4.5420	4.3531	0.1889
Excellent shopping malls will have employees who give customers personal attention	4.4755	4.3497	0.1258

Empathy	Mean of Expectation	Mean of Perception	The Gap
Excellent shopping malls will have their customers' best interests at heart	4.5804	4.3147	0.2657
The employees of luxury shopping malls will understand the specific needs of their customers	4.8881	4.4196	0.4685

The table demonstrates the overall mean of Empathy questions of 286 respondents for both customer's expectation and perception sides. For the results, all the questions have the higher mean of expectations than the mean of perceptions.

The question "Luxury shopping malls will give customers individual attention" shows that the mean of expectation (4.4930) is higher than the mean of perception (4.2727) and having the gap (0.2203). The question "Luxury shopping malls will have operating hours convenient to all their customers" displays the expectation's mean at 4.5420, the perception's mean at 4.3531 and the gap is at 0.1889. The expectation's mean is at 4.4755, the perception's mean is at 4.3497 and the gap is the lowest at 0.1258 for the question "Excellent shopping malls will have employees who give customers personal attention" which mean Thai luxury shopping mall has employees who give customers a personal attention at the best level in term of empathy aspects. Also, this shows the feedback of customers that they like a personal attention, so employees in Thai luxury shopping malls need to take care of them, motivate their purchase and show the empathy. "Excellent shopping malls will have their customers' best interests at heart" has the mean of expectation at 4.5804 that is higher than the mean of perception (4.3147) and also has the gap at 0.2657.

At 4.8881, the mean of expectation of the question "The employees of luxury shopping malls will understand the specific needs of their customers" is higher than the mean of perception of 4.4196 by 0.4685 which is the highest gap among empathy questions. Therefore, it means that Thai luxury shopping malls should improve and give employees a skill about how to understand the specific needs of customers by talking to customers first and ask them what is their specific need. It can help employees to reach customers' need easier which can help increase purchases.

<u>Table 3 Satisfaction</u>

Satisfaction	Mean
I am satisfied with Thai luxury shopping malls	4.4406
I am satisfied at shopping in Thai luxury shopping malls	4.4895
I would return to Thai luxury shopping malls	4.2832
There are various shops and restaurants in Thai luxury shopping malls	4.4406
There are good enough facilities and amenities in Thai luxury shopping malls	4.3951

The table demonstrates that respondents agree with the opinions regarding satisfaction level of the shopping malls. According to the chapter 3, it stated that the average score of 3.50 - 4.49 is considered as "agree". Therefore, the respondents agree that they are satisfied with shopping experience in Thai luxury shopping malls with the mean of 4.4895, following by "they satisfied with Thai luxury shopping mall and the shops and restaurants in Thai luxury shopping malls" at 4.4406, "good enough facilities and amenities and they would like to return to Thai luxury shopping malls" at 4.2832.

Table 4   The significant of expectation between Thai (143 people) and foreign (143people) respondents divided to each dimension according to SERVQUAL theory as following;

Table 4.1 Tangibility

Mean of Expectation of Tangibility	Thai	Foreigner	Sig diff
Luxury shopping malls will have modern looking equipment	4.3776	4.9580	0.000
The physical facilities at luxury shopping malls will be visually	4.1259	4.9510	0.000
Employees at luxury shopping malls will be neatly appearing	3.9441	4.9930	0.000

The table displays the mean of expectation between Thai and foreign customers towards tangibility questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. This shows that foreign respondents have more expectation of the luxury shopping malls than the Thai respondents' expectation.

Regarding the questions, Thai luxury shopping malls should respond the foreigners' expectation because they have more expectation than Thai people about tangibility. For example, equipment should be more concerned or improved to be more modern looking by creating a modern decoration and also physical facilities should be more modern and unique to create uniqueness in a particular shopping

malls. New technologies and social media marketing should be used to create more convincingness and attractiveness because the reaction of customers is the important factor to increase customer satisfaction. Neat appearance of employees is concerned for Thai luxury shopping malls because it shows the luxury of shopping malls both people and places. Therefore, training about grooming and personal hygiene to employees is needed to be concerned in Thai luxury shopping malls that want repeat or new customers.

Table 4.2 Reliability

Mean of Expectation of Reliability	Thai	Foreigner	**Sig Diff**
When luxury shopping malls promise to do something by a certain time, they do	3.9161	4.9790	0.000
When a customer has a problem, luxury shopping malls will show a sincere interest in solving it	4.1329	4.8531	0.000
Luxury shopping malls will perform the service right the first time	4.0559	4.9860	0.000
Luxury shopping malls will provide the service at the time they promise to do so	4.2937	4.9860	0.000
Luxury shopping malls will insist on error free records	4.3916	4.9790	0.000

The table displays the mean of expectation between Thai and foreign customers towards reliability questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. It shows that foreign respondents have more expectation of the luxury shopping malls than the Thai respondents' expectation.

Regarding of the questions, Thai luxury shopping malls should respond the foreigners' expectation because they have more expectation than Thai people about reliability.

For example, promising to do something by a certain time should be an advantage of Thai luxury shopping malls because it can make customers confide on employees and the mall itself. Therefore, Thai luxury shopping malls should keep these advantages to keep customer confidence and to attract new customers. Showing a sincere interest in solving the problem is important factor of employees to get more trust from customers because the reaction of customers is the important factor to increase customer satisfaction, so Thai luxury shopping malls need some training about solving customer's problem. Right performing of employees is concerned for Thai luxury shopping malls at the first time because it shows that the luxury shopping malls can provide high-performance employees to serve customers and avoid other errors. Therefore, short brief before working among teams is the best way to do and the employee training about accuracy is needed for at least once a month.

Table 4.3 Responsiveness

Mean of Expectation of Responsiveness	Thai	Foreigner	Sig Diff
Employees of luxury shopping malls will tell customers exactly when service will be performed	4.3497	4.9650	0.000
Employees of luxury shopping malls will give prompt service to customers	4.0839	4.9720	0.000
Employees of luxury shopping malls will always be willing to help customers	3.8601	4.9860	0.000
Employees of luxury shopping malls will never be too busy to respond to customers' requests	4.0699	4.9930	0.000

The table displays the mean of expectation between Thai and foreign customers towards responsiveness questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. It shows that foreign respondents have more expectation of the luxury shopping malls than the Thai respondents' expectation.

Regarding the questions, Thai luxury shopping malls should respond the foreigners' expectation because they have more expectation than Thai people about responsiveness. For example, giving the exact information to customers should be concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can make customers to have more responsive reactions. Therefore, Thai luxury shopping malls should keep these advantages to keep customer responsiveness and to be attractive to new customers.

Also, being prompt service and willing to help show a sincere interest in serving customers which can help enhancing more responsiveness from customers because the reaction of customers is the important factor to increase customer satisfaction, so Thai luxury shopping malls' employees need to learn some skill to serve customers. Attentiveness and never-be-too-busy employees are concerned for Thai luxury shopping malls since the first time of the visit because it shows that the luxury shopping malls have high-performance employees to serve customers. Therefore, service mind is concerned for employees to serve customers to help getting the best responsiveness.

Table 4.4 Assurance

Mean of Expectation of Assurance	Thai	Foreigner	Sig Diff
Customers can be confident in behavior of employees in luxury shopping malls	3.8182	4.9930	0.000
Customers of luxury shopping malls will feel safe in transactions	4.0070	4.9580	0.000
Employees of luxury shopping malls will be consistently courteous with customers	4.0350	4.9790	0.000
Employees of luxury shopping malls will have the knowledge to answer customers' questions	4.1189	4.9790	0.000

The table displays the mean of expectation between Thai and foreign customers towards assurance questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. It shows that foreign respondents have more expectation of the luxury shopping malls than the Thai respondents' expectation.

Regarding the questions, Thai luxury shopping malls should respond the foreigners' expectation because they have more expectation than Thai people about assurance aspects. For example, customers' confidence in behavior of employees should be concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can make customers to be more assured. Therefore, Thai luxury shopping malls should keep these advantages to maintain customer assurance. Also, being safe in transaction shows a security in serving customers which can gain more confidence from customers because the reaction of customers is the important factor to increase customer satisfaction. Employees who are courteous and have enough

knowledge are concerned for Thai luxury shopping malls since the first time of the visit because it shows that the luxurious of shopping malls have efficient employees to serve customers. Therefore, training and developing are concerned for employees to serve customers and get the best certainty part of satisfaction.

Table 4.5 Empathy

Mean of Expectation of Empathy	Thai	Foreigner	Sig Diff
Luxury shopping malls will give customers individual attention	4.0280	4.9580	0.000
Luxury shopping malls will have operating hours convenient to all their customers	4.0979	4.9860	0.000
Luxury shopping malls will have employees who give customers personal attention	3.9720	4.9790	0.000
Luxury shopping malls will have their customers' best interests at heart	4.1958	4.9650	0.000
The employees of luxury shopping malls will understand the specific needs of their customers	4.7972	4.9790	0.000

The table displays the mean of expectation between Thai and foreign customers towards empathy questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. It shows that foreign respondents have more expectation of the luxury shopping malls than the Thai respondents' expectation. Regarding the questions, Thai luxury shopping malls should respond the foreigners' expectation because they have more expectation than Thai people about empathy.

For example, giving a customer an individual attention should be concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can serve customers with more empathy. Therefore, Thai luxury shopping malls should keep all of these advantages to keep customer empathy.

Also, operating hours convenient to customers shows an efficient management in serving customers to give them more time to shop because customers might need time in different period to shop. Giving customers a personal attention by heart and understanding specific needs of customers are concerned for Thai luxury shopping malls management team because it shows that the luxurious of shopping malls have a good management and efficient employees to serve customers differentially. Therefore, providing the course of training and developing is concerned for employees to serve customers to get the best satisfaction in empathy part.

<u>Table 5</u>   **The significant of perception between Thai (143 people) and foreign (143 people) respondents divided to each dimension according to SERVQUAL theory as following;**

<u>Table 5.1 Tangibility</u>

Mean of Perception of Tangibility	Thai	Foreigner	Sig Diff
Luxury shopping malls will have modern looking equipment	3.8671	4.8322	0.000
The physical facilities at luxury shopping malls will be visually	4.0070	4.8671	0.000
Employees at luxury shopping malls will be neatly appearing	3.6154	4.7133	0.000

The table demonstrates the mean of perception between Thai and foreign customers towards tangibility questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. This shows that foreign respondents have more perception of the luxury shopping malls than the Thai respondents' perception. Regarding the questions, Thai luxury shopping malls should respond the foreigners' perception because they have more perception than Thai people about in tangible aspect. For example, modern equipment should be more concerned or be improved by creating a modern layout and also physical facilities should be more modern and unique to create uniqueness in particular shopping malls in Bangkok, Thailand. New technologies and social media in term of marketing should be applied to create more attractiveness because the reaction of customers is the important factor to increase customer satisfaction. Neat appearance of employees is concerned for Thai luxury shopping malls because it displays the luxury of shopping malls both people and places. Therefore, training about grooming and personal hygiene to employees is needed to be concerned in Thai luxury shopping malls that want repeat or new customers.

<u>Table 5.2 Reliability</u>

Mean of Perception of Reliability	Thai	Foreigner	Sig Diff
When luxury shopping malls promise to do something by a certain time, they do	3.9161	4.6713	0.000
When a customer has a problem, luxury shopping malls will show a sincere interest in solving it	3.4685	4.8671	0.000
Luxury shopping malls will perform the service right the first time	3.4406	4.8671	0.000

Mean of Perception of Reliability	Thai	Foreigner	Sig Diff
Luxury shopping malls will provide the service at the time they promise to do so	4.0210	4.7622	0.000
Luxury shopping malls will insist on error free records	3.9371	4.8741	0.000

The table shows the mean of perception between Thai and foreign customers towards reliability questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners.

It shows that foreign respondents have more perception of the luxury shopping malls than the Thai respondents' perception. Regarding the questions, Thai luxury shopping malls should respond the foreigners' perception because they have more perception than Thai people about reliability. For example, promising to do something by a certain time can be an advantage of Thai luxury shopping malls because they can make customers trust more to the malls and their employees. Therefore, Thai luxury shopping malls should keep this advantage to maintain customer confidence and to be attractive to new customers.

Showing a sincere interest in solving the problem is important factor of employees to get more trustworthiness from customers because the response of customers is the important factor to increase more satisfaction, so Thai luxury shopping malls need some training of solving a customers' problem. Right performing of employees is also concerned for Thai luxury shopping malls at the first time because it shows that the luxurious of shopping malls have well-performance employees to serve customers and avoid other errors. Therefore, short brief before working among

teams is the best way to do and also training about accuracy to employees is needed at least once a week.

Table 5.3 Responsiveness
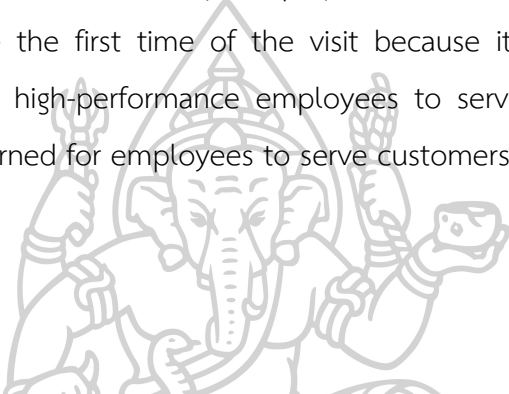
Mean of Perception of Responsiveness	Thai	Foreigner	**Sig Diff**
Employees of luxury shopping malls will tell customers exactly when service will be performed	3.7762	4.7622	0.000
Employees of luxury shopping malls will give prompt service to customers	3.6853	4.8112	0.000
Employees of luxury shopping malls will always be willing to help customers	3.8671	4.9091	0.000
Employees of luxury shopping malls will never be too busy to respond to customers' requests	3.8881	4.9021	0.000

The table shows the mean of perception between Thai and foreign customers towards responsiveness questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the mean of foreigners. It shows that foreign respondents have more perception of the luxury shopping malls than the Thai respondents' perception. Regarding of the questions, Thai luxury shopping malls should respond the foreigners' perception because they have more perception than Thai people about responsiveness. For example, giving the accurate information to customers should be more concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can make customers to have more responsive reactions. Therefore,

Thai luxury shopping malls should keep these advantages to keep customer responsiveness and to be attractive to new customers.

Also, being prompt service and willing to help show a sincere interest in serving customers which can help enhancing more responsiveness from customers because the reaction of customers is the important factor to increase customer satisfaction, so Thai luxury shopping malls' employees need to learn some skill to serve customers. Attentiveness and never-be-too-busy employees are concerned for Thai luxury shopping malls since the first time of the visit because it shows that the luxury shopping malls have high-performance employees to serve customers. Therefore, service mind is concerned for employees to serve customers to help getting the best responsiveness.

Table 5.4 Assurance

Mean of Perception of Assurance	Thai	Foreigner	**Sig Diff**
Customers can be confident in behavior of employees in luxury shopping malls	3.6503	4.9231	0.000
Customers of luxury shopping malls will feel safe in transactions	3.7832	4.9301	0.000
Employees of luxury shopping malls will be consistently courteous with customers	3.8531	4.8182	0.000
Employees of luxury shopping malls will have the knowledge to answer customers' questions	3.7203	4.7622	0.000

The table illustrates the mean of perception between Thai and foreign customers towards assurance questions and the figures show the significant difference between Thai and foreign customers. From the table, all the means of Thai people are

lower than the means of foreigners. It shows that foreign respondents have more perception of the luxury shopping malls than the Thai respondents' perception.

Regarding the questions, Thai luxury shopping malls should respond the foreigners' perception because they have more perception than Thai people about assurance. For example, confidence in behavior of employees should be concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can make customers more assured. Therefore, Thai luxury shopping malls should keep these advantages to sustain customer sureness.

Also, being safe in transaction shows a security in serving customers to get more confidence from customers because the response of customers is important to get more their satisfaction. Being courteous and having enough knowledge of employees are concerned for Thai luxury shopping malls since the first time because it shows that the luxurious of shopping malls have efficient employees to serve customers. Therefore, training and developing are concerned for employees to serve customers to get the best sureness part of satisfaction.

Table 5.5 Empathy

Mean of Perception of Empathy	Thai	Foreigner	Sig Diff
Luxury shopping malls will give customers individual attention	3.8671	4.6783	0.000
Luxury shopping malls will have operating hours convenient to all their customers	3.9371	4.7692	0.000
Excellent shopping malls will have employees who give customers personal attention	3.7692	4.9301	0.000

Mean of Perception of Empathy	Thai	Foreigner	Sig Diff
Excellent shopping malls will have their customers' best interests at heart	3.8112	4.8182	0.000
The employees of luxury shopping malls will understand the specific needs of their customers	3.9231	4.9161	0.000

The table displays the mean of perception between Thai and foreign customers towards empathy questions and the level of significant difference between their mean has a significant difference between Thai and foreign customers. From the table, all the means of Thai people are lower than the means of foreigners. It displays that foreign respondents have more perception of the luxury shopping malls than the Thai respondents' perception. Regarding of the questions, Thai luxury shopping malls should react the foreigners' perception because they have more perception than Thai people about empathy aspects. For example, giving a customer an individual attention should be concerned for Thai luxury shopping malls because employees of Thai luxury shopping malls can earn more customers understanding. Therefore, Thai luxury shopping malls should keep all of these advantages to maintain customer sympathy. Also, operating hours convenient to customers shows an effective management in serving customers to give them more time to shop because customers might need a time in different period.

Giving customers a personal attention by heart and understanding specific needs of customers are both concerned for Thai luxury shopping malls management team because it shows that the luxurious of shopping malls have a good management and efficient employees to serve customers differentially. Therefore, providing the course of training and developing can strengthen employees' service to customers and gain the best customers' satisfaction in empathy.

Table 6 Gaps between expectation and perception of both Thai and foreigners

Dimensions	Thais	Foreigners
Luxury shopping malls will have modern looking equipment.	0.5105	0.1258
The physical facilities at luxury shopping malls will be visually.	0.1189	0.0839
Employees at luxury shopping malls will be neatly appearing.	0.3007	0.2797
When excellent luxury shopping malls promise to do something by a certain time, they do.	0	0.3077
When a customer has a problem, luxury shopping malls will show a sincere interest in solving it.	0.6644	-0.014
Luxury shopping malls will perform the service right the first time.	0.6153	0.1189
Luxury shopping malls will provide the service at the time they promise to do so.	0.2727	0.2238
Luxury shopping malls will insist on error free records.	0.4545	0.1049
Employees of luxury shopping malls will tell customers exactly when services will be performed.	0.5735	0.2028
Employees of luxury shopping malls will give prompt service to customers.	0.3986	0.1608
Employees of luxury shopping malls will always be willing to help customers.	-0.0070	0.0769
Employees of luxury shopping malls will never be too busy to respond to customers' requests.	0.1818	0.0909
Customers can be confident in behavior of employees in luxury shopping malls.	0.1679	0.0699
Customers of luxury shopping malls will feel safe in transactions.	0.2238	0.0279
Employees of luxury shopping malls will be consistently courteous with customers.	0.1819	0.1608
Employees of luxury shopping malls will have the knowledge to answer customers' questions.	0.3986	0.2168
Luxury shopping malls will give customers individual attention.	0.1609	0.2797
Luxury shopping malls will have operating hours convenient to all their customers.	0.1608	0.2168
Luxury shopping malls will have employees who give customers personal attention.	0.2028	0.0489
Luxury shopping malls will have their customer's best interests at heart.	0.3846	0.1608

The employees of luxury shopping malls will understand the specific needs of their customers.	0.8741	0.0629

The table shows gaps between the expectation and perception of both Thais and foreigners. It shows that the expectation and perception results of Thais have higher gaps than that of foreigners. For Thais, the Thai luxury malls should improve their service by emphasizing on 1) understanding of specific needs, 2) giving prompt service, 3) giving sincere interest when there is a problem and 4) doing right at the first time. Hence, luxury malls should give employees training on how to response their customers' problems and how to give a faster service. As for foreigners, the luxury malls also should improve on how their staffs should give a precise time in responding to customers by giving them more individual attention.

Table 7 Satisfaction

Satisfaction	Thai's Mean	**Foreigner's Mean**	Sig Diff
I am satisfied with Thai luxury shopping malls	3.9580	4.9231	0.000
I am satisfied at shopping in Thai luxury shopping malls	4.0420	4.9371	0.000
I would return to Thai luxury shopping malls	3.9860	4.5804	0.000
There are various shops and restaurants in Thai luxury shopping malls	4.1189	4.7622	0.000
There are good enough facilities and amenities in Thai luxury shopping malls	3.8741	4.9161	0.000

The table shows the level of significant difference between Thai and foreign respondents. From the table, there are significant differences between Thai and foreign respondents and foreign customers are more satisfied than Thai customers according to the results of all the questions about customer's satisfaction towards Thai luxury shopping malls.

Summary of the study

Objective 1: There is a gap between customer expectation and perception of Thai luxury shopping mall. It means that there is a gap between customer expectation and perception of Thai luxury shopping malls. Therefore, this shows that there are still rooms for the Thai luxury shopping malls to improve their service quality to increase customer satisfaction.

Objective 2: There are a significant difference on opinions, expectation and perception of Thai luxury shopping malls between Thai and foreign customers. There is significant difference between Thai and foreign customers; therefore, Thai luxury shopping malls should first understand their target groups. From the data, it showed that foreigners have higher expectations but also have higher perception (their gaps between expectation and perception are smaller) than Thai people.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

CONCLUSION

In Thai luxury shopping malls industry, there are many services and facilities that Thai luxury shopping malls can offer to their customers. All of these features can either attract the customers or affect their decision when looking for shopping malls to visit for their trip. Customer's decision depends on the products that the service providers offer to their customers. Moreover, to attract customers (Alpert 1971) stated that the destination should differentiate their product along with the competition offers. To increase customer's satisfaction, Thai luxury shopping malls have to understand what factors influence their customer because all customers have different expectations which require shopping malls to respond differently. Thai luxury shopping malls should try to make improvement in these critical areas, so they can have high customer satisfaction and gain more repeat customers.

There are two objectives that this study would like to find out. The results of SERVQUAL showed that there are gaps between expectation and perception of customers who visited the Thai luxury malls. This showed that there are rooms that Thai luxury malls could still improve themselves. The second objective of this study also wants to find out whether there is a significant difference between Thais' and foreigners' expectation and perception towards the Thai luxury shopping malls. Results from T Test also showed that there was a significant difference between Thais and foreigners regarding their expectation, perception and satisfaction.

In term of SERVQUAL dimensions, researcher can summarize to be 5 dimensions to answer the objective as following:

Tangibility:

Customers both Thai and foreign expect more on the tangible aspects of Thai luxury malls and there is the highest gap of difference about a modern looking equipment which should be improved and the lowest gap is about physical facilities. Also, there is a significant difference between Thai and foreign customers which shows that foreign respondents have more expectation and perception of the luxury shopping malls than the Thai respondents' expectation. Therefore, if Thai luxury shopping malls focus on foreigners, they should provide a modern and outstanding layout and equipment that are more convenient and can help maintain the standard of customer's satisfaction. Furthermore, if Thai luxury shopping malls focus on Thai people, they should focus about a physical facilities or equipment that is more interesting and attractive to customers and providing some gimmick to make a shopping malls more unique which can boost a customer satisfaction.

Reliability:

Both Thai and foreign customers expect more on the reliable aspects of Thai luxury malls. There is the highest gap of difference about right performance at the first time which should be improved. The lowest gap is about promising to do something by a certain time which is noticeably. Besides, there is a significant difference between Thai and foreign customers which displays that foreign respondents have more expectation and perception of the luxury shopping malls than the Thai respondents' expectation. Hence, Thai luxury shopping malls should do and concern more about performance of employees by providing the training and development class to make them more reliable and well-performed to increase customers' satisfaction for both foreigner and Thai people because the more reliable employees are, the more satisfied customers are also.

Responsiveness:

Respondents both Thai and foreign have more expectation on responsiveness aspects of Thai luxury malls and there is the highest gap of difference about giving an exact information to customers which should be improved and there is also the

remarkably lowest gap about being willing to help customers. In addition, there is a significant difference between Thai and foreign customers which shows that foreign respondents have more expectation and perception of the luxury shopping malls than the Thai respondents' expectation. Therefore, Thai luxury shopping malls should pay attention to employees by concerning about their performance and ability to respond to customers since the first time of service because it can create more customer satisfaction in a long term.

Assurance:

Both Thai and foreign customers have expected more on assurance aspects of Thai luxury malls. There is the highest gap of difference about having knowledge to answer customers which should be enhanced and the lowest gap is about being confident in behavior of customers which is noticeably. Also, there is a significant difference between Thai and foreign customers which shows that foreign respondents have more expectation and perception of the luxury shopping malls than the Thai respondents' expectation. Thai luxury shopping malls should more concentrate in term of employees' behavior and performance to respond to customer need which increase more customer satisfaction and loyalty because they will be certain in a confidence of employees' behavior.

Empathy:

Customers both Thai and foreign expect more on the empathy aspects Thai luxury malls and there is the highest gap of difference about understanding the specific needs of customers which should be concerned. The lowest gap is about giving customers personal attention which is noticeably. Then, there is a significant difference between Thai and foreign customers which shows that foreign respondents have more expectation and perception of the luxury shopping malls than the Thai respondents' expectation. Thai luxury shopping malls need a service mind of employees to respond to customer because it can show that employees have more empathy to be willing to help them. Therefore, employees should be taught by specialized people who can give them more energy and fulfil the service with heart from Thai luxury shopping

malls management team to make customer more satisfaction in term of empathy aspect.

RECOMMENDATION OF THE STUDY

There are the suggestions in each five dimensions SERVQUAL as following: According to the data analysis, all of factors are very important for Thai luxury shopping malls but some factors must be done perfectly in order to keep customers satisfied. There are some recommendations for Thai luxury shopping malls as following:

1.Tangibility

Modern equipment is the most influent that respondents expect towards Thai luxury shopping malls. Therefore, Thai luxury shopping malls should concern about something physical that customers can see and react. The recommendation is to develop the equipment to be more modern or more attractive by using more technologies and some techniques to create customer's perception in the future.

2.Reliability

Customers are the most satisfied with promising to do a certain thing of Thai luxury shopping malls. This becomes an advantage of Thai luxury shopping malls because they can gain customers' trust. Therefore, Thai luxury shopping malls should keep this benefit to sustain customers' credence and to attract new customers in the future. Thai luxury shopping malls should enhance the right service at the first time by providing a course of training to employees to have more knowledges or skills to deal with customers.

3.Responsiveness

Thai luxury shopping malls should give the training to employees about an exact knowledge and information in communicating with customers to create a good responsiveness. Therefore, always up to date and well-informed personality should be more concerned for employees in Thai luxury shopping malls. Employees of Thai luxury shopping malls are always willing to respond to the customers' requests and it becomes an advantage for Thai luxury shopping malls in creating the good perception towards customers' eyes.

4.Assurance

Thai luxury shopping malls have more confident employees which can give a positive image to customers. Therefore, Thai luxury shopping malls should keep and continue to build the confident behavior of employees to create more customers' certainty. Thai luxury shopping malls should give a development and training about the product knowledges and important information to employees in order to give the correct information to customers. At least, Thai luxury shopping malls should provide a supervisor or concierge who can deal with customers very well to help in an accidental case.

5.Empathy

Thai luxury shopping mall has employees who take a personal attention to customers at the best level in term of empathy aspects. Besides, this shows the feedback of customers that they like a personal attention, so employees in Thai luxury shopping malls need to take care of them, motivate their purchase and show the empathy. Thai luxury shopping malls should improve and give employees a skill about how to understand the specific needs of customers by talking to customers first and ask them what is their specific need. It can help employees to reach customers' need easier which can help increase purchases.

Limitation of the study

The limitation of the study is the period of time in that particular duration that researcher went to collect the data at luxury shopping malls around Siam zone which is composed of Siam Discovery, Siam Centre, Siam Paragon and Central World, the sample size has not reached the intended sample size. The future research should increase the sample size of the study and include the retailers or shops in the mall as they are the mall's direct customers to gain a better understanding. For the other type of malls, it can be reasonable and interesting to collect the data in the future because expanding of foreigners can reach these shopping malls, for example, Tesco lotus, Big C, The malls, Mega Bangna.
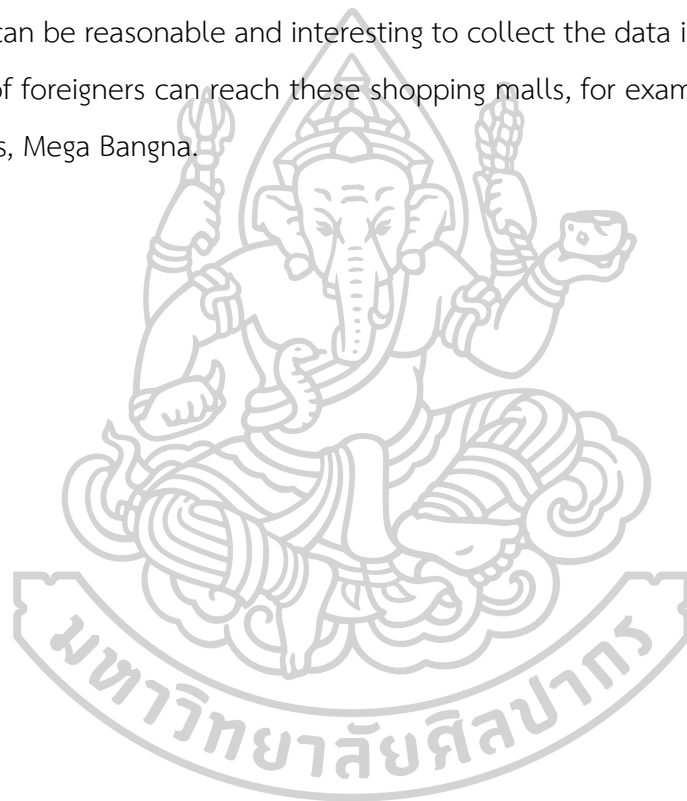
APPENDIX

<u>Appendix</u> 1   Questionnaire

This questionnaire evaluates customer expectation, perception and satisfaction levels towards service quality of foreign and Thai customers at luxury shopping malls in Bangkok, Thailand

A Thesis Presented in Partial Part For the Master Degree in International Business ManagementProgram, Graduate School, Silpakorn University International College.

<u>Part 1</u>   *Personal Data (ข้อมูลส่วนตัว)*

Please put a tick ✓ in a box ☐which mostly describes your attitude.

1. Gender (เพศ)

　　1) male (ชาย)   2) Female (หญิง)

2. Age (อายุ)

　　1) Below 25 years old (ต่ำกว่า 25 ปี)   2) 25-35 years old (25 - 35 ปี)

　　3) 36-45 years old 36 - 45 ปี)   4) 46-55 years old (46 - 55 ปี)

　　5) Over 55 years old (มากกว่า 55 ปี)

3. Nationality (สัญชาติ)

　　1) Thai (ไทย)   2) Asian (เอเซีย)

　　3) Middle East (ตะวันออกกลาง)   4) Australia (ออสเตรเลีย)

5) European (ยุโรป) 6) American (อเมริกัน)

7) Africa (แอฟริกา) 8) Antarctica (แอนตาร์กติก)

9) others (อื่นๆ)

4. Occupation (อาชีพ)

1) Student (นักเรียน/ นักศึกษา) 2) Government Official (ข้าราชการ)

3) Employee (พนักงาน) 4) Private Business (ธุรกิจส่วนตัว)

5) Freelance (งานอิสระ) 6) others (อื่นๆ)

5. Education (การศึกษา)

1) High School (มัธยมศึกษา) 2) Bachelor's Degree (ปริญญาตรี)

3) Master's Degree (ปริญญาโท) 4) Above Master's Degree (สูงกว่า
  ระดับปริญญาตรี)

5) others (อื่นๆ)

6. Purpose of Visiting Bangkok (วัตถุประสงค์ของการมากรุงเทพฯ)

1) Leisure (เพื่อการพักผ่อน) 2) Shopping (เพื่อช้อปปิ้ง)

3) Business (เพื่อธุรกิจ) 4) Education (เพื่อการศึกษา)

5) Seminar/ Convention (งานประชุม/ สัมมนา)

6) Visiting Relative-Friends (เพื่อพบเพื่อนที่รู้จัก)

7) Dwelling (มีที่พัก เช่น บ้านหรือคอนโดมิเนียม)

8) others (อื่นๆ)

7. The favorite shopping malls (ห้างสรรพสินค้าชั้นนำของไทยที่ชื่นชอบ)

1) Siam Discovery (สยามดิสคัฟเวอรี่) 2) Siam Center (สยามเซ็นเตอร์)

3) Siam Paragon (สยามพารากอน) 4) Central World (เซ็นทรัลเวิลด์)

5 Central Chidlom (เซ็นทรัลชิดลม)　　　6) Central Embassy (เซ็นทรัลเอม
บาสซี)

7) Terminal 21 (เทอมินอล 21)　　　8) Emquartier (เอมควอเทีย)

9) others (อื่นๆ)

Part 2　　　Opinion Question (ส่วนความคิดเห็น)

　　a) Level of EXPECTATION towards service quality of luxurious shopping malls in Bangkok, Thailand

　　　(ระดับความคาดหวังที่มีต่อคุณภาพการบริการของห้างสรรพสินค้าชั้นนำของไทย)

　　　b) Level of PERCEPTION towards service quality of luxurious shopping malls in Bangkok, Thailand

　　　(ระดับการรับรู้ที่มีต่อคุณภาพการบริการของห้างสรรพสินค้าชั้นนำของไทย)

　　　c) Level of SATISFACTION towards service quality of luxurious shopping malls in Bangkok, Thailand

　　　(ระดับความพึงพอใจที่มีต่อคุณภาพการบริการของห้างสรรพสินค้าชั้นนำของไทย)

Please put a tick ✓ in a box ☐which mostly describes your attitude.

The score level is described as

1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Reliability	1	2	3	4	5
When excellent luxury shopping malls promise to do something by a certain time, they do. เมื่อห้างสรรพสินค้าที่เป็นเลิศจะทำบางสิ่ง เขาได้ทำภายในเวลาที่กำหนด					
When a customer has a problem, excellent luxury shopping malls will show a sincere interest in solving it. เมื่อลูกค้าพบปัญหา ห้างสรรพสินค้าที่เป็นเลิศจะแสดงความเอาใจใส่ในการแก้ปัญหา					
Excellent luxury shopping malls will perform the service right the first time. ห้างสรรพสินค้าที่เป็นเลิศจะให้การบริการที่ถูกต้องตั้งแต่ครั้งแรก					
Excellent luxury shopping malls will provide the service at the time they promise to do so. ห้างสรรพสินค้าที่เป็นเลิศจะให้การบริการตามเวลาที่ระบุไว้					
Excellent luxury shopping malls will insist on error free records. ห้างสรรพสินค้าที่เป็นเลิศจะมีการกำชับเรื่องการทำสิ่งที่ผิดพลาด					
Responsiveness	1	2	3	4	5
Employees of excellent luxury shopping malls will tell customers exactly when services will be performed. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะให้ข้อมูลลูกค้าอย่างถูกต้อง					
Employees of excellent luxury shopping malls will give prompt service to customers. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะให้การบริการที่รวดเร็วแก่ลูกค้า					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Employees of excellent luxury shopping malls will always be willing to help customers. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะเต็มใจที่จะช่วยลูกค้า					
Employees of excellent luxury shopping malls will never be too busy to respond to customers' requests. พนักงานของห้างสรรพสินค้าที่เป็นเลิศยินดีที่จะให้บริการลูกค้าทันที					
Assurance	1	2	3	4	5
Customers can be confident in behavior of employees in excellent luxury shopping malls. ลูกค้าจะสามารถไว้วางใจพฤติกรรมของพนักงานในห้างสรรพสินค้าที่เป็นเลิศได้					
Customers of excellent luxury shopping malls will feel safe in transactions. ลูกค้าจะรู้สึกปลอดภัยในการทำธุรกรรมกับห้างสรรพสินค้าที่เป็นเลิศ					
Employees of excellent luxury shopping malls will be consistently courteous with customers. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะมีความสุภาพนอบน้อมกับลูกค้า					
Employees of excellent luxury shopping malls will have the knowledge to answer customers' questions. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะมีความรู้ที่จะตอบคำถามลูกค้า					
Empathy	1	2	3	4	5
Excellent luxury shopping malls will give customers individual attention. ห้างสรรพสินค้าที่เป็นเลิศจะให้ความใส่ใจลูกค้าทุกคน					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Excellent luxury shopping malls will have operating hours convenient to all their customers. ห้างสรรพสินค้าที่เป็นเลิศจะให้บริการจำนวนชั่วโมงที่สะดวกต่อลูกค้า					
Excellent luxury shopping malls will have employees who give customers personal attention. ห้างสรรพสินค้าที่เป็นเลิศจะมีพนักงานที่คอยให้ความใส่ใจลูกค้าเป็นการส่วนตัว					
Excellent luxury shopping malls will have their customer's best interests at heart. ห้างสรรพสินค้าที่เป็นเลิศจะให้ความสนใจลูกค้าอย่างดีที่สุด					
The employees of excellent luxury shopping malls will understand the specific needs of their customers. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะเข้าใจสิ่งที่ลูกค้าต้องการเป็นพิเศษ					
(B) DIMENSIONS					
Tangibility	**1**	**2**	**3**	**4**	**5**
Thai luxury shopping malls have modern looking equipment. ห้างสรรพสินค้าชั้นนำของไทยมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Thai luxury shopping malls' physical facilities are visually appealing. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าชั้นนำของไทยเป็นที่ดึงดูดสายตา					
Thai luxury shopping malls' reception desk employees are neat appearing. พนักงานต้อนรับส่วนหน้าของห้างสรรพสินค้าชั้นนำของไทยปฏิบัติตัวอย่างเหมาะสม					
Reliability	1	2	3	4	5
When Thai luxury shopping malls promise to do something by a certain time, they do เมื่อห้างสรรพสินค้าชั้นนำของไทยจะทำบางสิ่ง เขาได้ทำภายในเวลาที่กำหนด					
When you have a problem, Thai luxury shopping malls show a sincere interest in solving it. เมื่อคุณพบปัญหา ห้างสรรพสินค้าชั้นนำของไทยแสดงความเอาใจใส่ในการแก้ปัญหา					
Thai luxury shopping malls perform the service right the first time. ห้างสรรพสินค้าชั้นนำของไทยให้การบริการที่ถูกต้องตั้งแต่ครั้งแรก					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Thai luxury shopping malls provide their service at the time it promises to do. ห้างสรรพสินค้าชั้นนำของไทยให้การบริการตามเวลาที่ระบุไว้					
Thai luxury shopping malls insist on error free records. ห้างสรรพสินค้าชั้นนำของไทยมีการกำชับเรื่องการทำสิ่งที่ผิดพลาด					
Responsiveness	**1**	**2**	**3**	**4**	**5**
Employees in Thai luxury shopping malls tell you exactly when services will be performed. พนักงานของห้างสรรพสินค้าชั้นนำของไทยให้ข้อมูลคุณอย่างถูกต้อง					
Employees in Thai luxury shopping malls give you a prompt service. พนักงานของห้างสรรพสินค้าชั้นนำของไทยให้การบริการที่รวดเร็วแก่คุณ					
Employees in Thai luxury shopping malls are always willing to help you.พนักงานของห้างสรรพสินค้าชั้นนำของไทยเต็มใจที่จะช่วยคุณ					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Employees in Thai luxury shopping malls are never too busy to respond. พนักงานของห้างสรรพสินค้าชั้นนำของไทยยินดีที่จะให้บริการคุณทันที					
Assurance	**1**	**2**	**3**	**4**	**5**
You can be confident in behavior of employees in Thai luxury shopping malls. คุณสามารถไว้วางใจพฤติกรรมของพนักงานในห้างสรรพสินค้าชั้นนำของไทยได้					
You feel safe in your transactions with Thai luxury shopping malls. คุณรู้สึกปลอดภัยในการทำธุรกรรมกับห้างสรรพสินค้าชั้นนำของไทย					
Employees in Thai luxury shopping malls area consistently courteous with you. พนักงานของห้างสรรพสินค้าชั้นนำของไทยมีความสุภาพนอบน้อมกับคุณ					
Employees in Thai luxury shopping malls have the knowledge to answer you. พนักงานของห้างสรรพสินค้าชั้นนำของไทยมีความรู้ที่จะตอบคำถามคุณ					

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
Empathy	1	2	3	4	5
Thai luxury shopping malls give you individual attention. ห้างสรรพสินค้าชั้นนำของไทยให้ความใส่ใจคุณ					
Thai luxury shopping malls have operating hours convenient to customers. ห้างสรรพสินค้าชั้นนำของไทยมีการให้บริการจำนวนชั่วโมงที่สะดวกต่อคุณ					
Thai luxury shopping malls have employees who give you a personal attention. ห้างสรรพสินค้าชั้นนำของไทยมีพนักงานที่คอยให้ความใส่ใจคุณเป็นการส่วนตัว					
Thai luxury shopping malls have your best interest at heart. ห้างสรรพสินค้าชั้นนำของไทยให้ความสนใจคุณอย่างดีที่สุด					
The employees of Thai luxury shopping malls understand your specific needs. พนักงานของห้างสรรพสินค้าชั้นนำของไทยเข้าใจสิ่งที่คุณต้องการโดยเป็นพิเศษ					
(C) DIMENSIONS	1	2	3	4	5

(A) EXPECTATION DIMENSIONS					
Tangibility	1	2	3	4	5
Excellent luxury shopping malls will have modern looking equipment. ห้างสรรพสินค้าที่เป็นเลิศจะมีสิ่งอำนวยความสะดวกที่ดูทันสมัย					
The physical facilities at excellent luxury shopping malls will be visually. สิ่งอำนวยความสะดวกของห้างสรรพสินค้าที่เป็นเลิศจะเป็นที่ดึงดูดสายตา					
Employees at excellent luxury shopping malls will be neat appearing. พนักงานของห้างสรรพสินค้าที่เป็นเลิศจะปฏิบัติตัวอย่างเหมาะสม					
I am satisfied with Thai luxury shopping malls. ฉันพอใจกับห้างสรรพสินค้าชั้นนำของไทย					
I am satisfied at shopping in Thai luxury shopping malls. ฉันพอใจที่จะช้อปปิ้งในห้างสรรพสินค้าชั้นนำของไทย					
I would return to Thai luxury shopping malls. ฉันจะกลับมาห้างสรรพสินค้าชั้นนำของไทย					
There are various shops and restaurants in Thai luxury shopping malls. มีร้านค้า ร้านอาหารที่หลากหลายในห้างสรรพสินค้าชั้นนำของไทย					
There are good enough facilities and amenities in Thai luxury shopping malls. มีสิ่งอำนวยความสะดวกที่ดีเพียงพอในห้างสรรพสินค้าชั้นนำของไทย					

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Excellent luxury shopping malls will have modern looking equipment	286	4.6678	.69445	.04106
The physical facilities at excellent luxury shopping malls will be visually	286	4.5385	.68844	.04071
Employees at excellent luxury shopping malls will be neat appearing	286	4.4685	.85269	.05042
When excellent luxury shopping malls promise to do something by a certain time, they do	286	4.4476	.82656	.04888
When a customer has a problem, excellent luxury shopping malls will show a sincere interest in solving it	286	4.4930	.73862	.04368
Excellent luxury shopping malls will perform the service right the first time	286	4.5210	.75248	.04450
Excellent luxury shopping malls will provide the service at the time they promise to do so	286	4.6399	.65402	.03867
Excellent luxury shopping malls will insist on error records	286	4.6853	.56095	.03317
Employees of excellent luxury shopping malls will tell customers exactly when service will be performed	286	4.6573	.60530	.03579
Employees of excellent luxury shopping malls will give prompt service to customers	286	4.5280	.81062	.04793
Employees of excellent luxury shopping malls will always be willing to help customers	286	4.4231	.90186	.05333
Employees of excellent luxury shopping malls will never be too busy to respond to customers requests	286	4.5315	.77960	.04610
Customers can be confident in behaviour of employees in excellent luxury shopping malls	286	4.4056	.88049	.05206
Customers of excellent luxury shopping malls will feel safe in transactions	286	4.4825	.78899	.04665
Employees of excellent luxury shopping malls will be consistently courteous with customers	286	4.5070	.80238	.04745
Employees of excellent luxury shopping malls will have the knowledge to answer customers' questions	286	4.5490	.73703	.04358
Excellent luxury shopping malls will give customers individual attention	286	4.4930	.78021	.04613
Excellent luxury shopping malls will have operating hours convenient to all their customers	286	4.5420	.70834	.04188
Excellent luxury shopping malls will have emplyees who give customers personal attention	286	4.4755	.78880	.04664
Excellent luxury shopping malls will have their customers's best interests at heart	286	4.5804	.68480	.04049
The employees of excellent luxury shopping malls will understand the specific needs of their customers	286	4.8881	.44493	.02631

One-Sample Test

	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Excellent luxury shopping malls will have modern looking equipment	113.673	285	.000	4.66783	4.5870	4.7487
The physical facilities at excellent luxury shopping malls will be visually	111.487	285	.000	4.53846	4.4583	4.6186
Employees at excellent luxury shopping malls will be neat appearing	88.625	285	.000	4.46853	4.3693	4.5678
When excellent luxury shopping malls promise to do something by a certain time, they do	90.997	285	.000	4.44755	4.3513	4.5438
When a customer has a problem, excellent luxury shopping malls will show a sincere interest in solving it	102.872	285	.000	4.49301	4.4070	4.5790
Excellent luxury shopping malls will perform the service right the first time	101.606	285	.000	4.52098	4.4334	4.6086
Excellent luxury shopping malls will provide the service at the time they promise to do so	119.977	285	.000	4.63986	4.5637	4.7160
Excellent luxury shopping malls will insist on error records	141.254	285	.000	4.68531	4.6200	4.7506
Employees of excellent luxury shopping malls will tell customers exactly when service will be performed	130.123	285	.000	4.65734	4.5869	4.7278
Employees of excellent luxury shopping malls will give prompt service to customers	94.464	285	.000	4.52797	4.4336	4.6223
Employees of excellent luxury shopping malls will always be willing to help customers	82.940	285	.000	4.42308	4.3181	4.5280
Employees of excellent luxury shopping malls will never be too busy to respond to customers requests	98.299	285	.000	4.53147	4.4407	4.6222
Customers can be confident in behaviour of employees in excellent luxury shopping malls	84.618	285	.000	4.40559	4.3031	4.5081
Customers of excellent luxury shopping malls will feel safe in transactions	96.080	285	.000	4.48252	4.3907	4.5743
Empolyees of excellent luxury shopping malls will be consistently courteous with customers	94.993	285	.000	4.50699	4.4136	4.6004
Employees of excellent luxury shopping malls will have the knowledge to answer customers' questions	104.378	285	.000	4.54895	4.4632	4.6347
Excellent luxury shopping malls will give customers individual attention	97.389	285	.000	4.49301	4.4022	4.5838
Excellent luxury shopping malls will have operating hours convenient to all their customers	108.439	285	.000	4.54196	4.4595	4.6244
Excellent luxury shopping malls will have emplyees who give customers personal attention	95.953	285	.000	4.47552	4.3837	4.5673
Excellent luxury shopping malls will have their customers's best interests at heart	113.116	285	.000	4.58042	4.5007	4.6601
The employees of excellent luxury shopping malls will understand the specific needs of their customers	185.794	285	.000	4.88811	4.8363	4.9399

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Thai luxury shopping malls have been modern looking eqipment	286	4.3497	.81010	.04790
Thai luxury shopping malls's physical facilities are visually appealing	286	4.4371	.74544	.04408
Thai luxury shopping malls reception desk employees are neat appering	286	4.1643	.77974	.04611
When Thai luxury shopping malls promise to do something by a certain time,they do	286	4.2937	.78880	.04664
When you have a problem, Thai luxury shopping malls show a sincere interest in solving it	286	4.1678	.94765	.05604
Thai luxury shopping malls perform the service right the first time	286	4.1538	.88105	.05210
Thai luxury shopping malls provide their service at the time it promise to do	286	4.3916	.75890	.04487
Thai luxury shopping malls insist on error free records	286	4.4056	.80557	.04763
Employees in Thai luxury shopping malls tell you exactly when services will be performed	286	4.2692	.77747	.04597
Employees in Thai luxury shopping malls give you prompt service	286	4.2483	.90491	.05351
Employees in Thai luxury shopping malls are always willing to help you	286	4.3881	.83334	.04928
Employees in Thai luxury shopping malls are never too busy to respond	286	4.3951	.78215	.04625
You can be confident in behaviour of employees in Thai luxuryshopping malls	286	4.2867	.84291	.04984
You feel safe in your transactions with Thai luxury shopping malls	286	4.3566	.87383	.05167
Employees in Thai luxury shopping malls area consistently courteous with you	286	4.3357	.73931	.04372
Employees in Thai luxury shopping malls have the knowledge to answer you	286	4.2413	.84678	.05007
Thai luxury shopping malls give you individual attention	286	4.2727	.69264	.04096
Thai luxury shopping malls have operating hours convenient to customers	286	4.3531	.77986	.04611
Thai luxury shopping malls have employees who give you personal attention	286	4.3497	.85231	.05040
Thai luxury shopping malls have your best interest at heart	286	4.3147	.77160	.04563
The employees of Thai luxury shopping malls understand your specific needs	286	4.4196	.80710	.04772

One-Sample Test

	Test Value = 0				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Thai luxury shopping malls have been modern looking eqipment	90.803	285	.000	4.34965	4.2554	4.4439
Thai luxury shopping malls's physical facilities are visually appealing	100.663	285	.000	4.43706	4.3503	4.5238
Thai luxury shopping malls reception desk employees are neat appering	90.320	285	.000	4.16434	4.0736	4.2551
When Thai luxury shopping malls promise to do something by a certain time,they do	92.055	285	.000	4.29371	4.2019	4.3855
When you have a problem, Thai luxury shopping malls show a sincere interest in solving it	74.378	285	.000	4.16783	4.0575	4.2781
Thai luxury shopping malls perform the service right the first time	79.732	285	.000	4.15385	4.0513	4.2564
Thai luxury shopping malls provide their service at the time it promise to do	97.864	285	.000	4.39161	4.3033	4.4799
Thai luxury shopping malls insist on error free records	92.487	285	.000	4.40559	4.3118	4.4994
Employees in Thai luxury shopping malls tell you exactly when services will be performed	92.865	285	.000	4.26923	4.1787	4.3597
Employees in Thai luxury shopping malls give you prompt service	79.394	285	.000	4.24825	4.1429	4.3536
Employees in Thai luxury shopping malls are always willing to help you	89.051	285	.000	4.38811	4.2911	4.4851
Employees in Thai luxury shopping malls are never too busy to respond	95.030	285	.000	4.39510	4.3041	4.4861
You can be confident in behaviour of employees in Thai luxuryshopping malls	86.006	285	.000	4.28671	4.1886	4.3848
You feel safe in your transactions with Thai luxury shopping malls	84.315	285	.000	4.35664	4.2549	4.4583
Employees in Thai luxury shopping malls area consistently courteous with you	99.177	285	.000	4.33566	4.2496	4.4217
Employees in Thai luxury shopping malls have the knowledge to answer you	84.705	285	.000	4.24126	4.1427	4.3398
Thai luxury shopping malls give you individual attention	104.324	285	.000	4.27273	4.1921	4.3533
Thai luxury shopping malls have operating hours convenient to customers	94.399	285	.000	4.35315	4.2624	4.4439
Thai luxury shopping malls have employees who give you personal attention	86.305	285	.000	4.34965	4.2505	4.4489
Thai luxury shopping malls have your best interest at heart	94.567	285	.000	4.31469	4.2249	4.4045
The employees of Thai luxury shopping malls understand your specific needs	92.606	285	.000	4.41958	4.3256	4.5135

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with Thai luxury shopping malls	286	4.4406	.76889	.04547
I am satisfied at shopping in Thai luxury shopping malls	286	4.4895	.72419	.04282
I would return to Thai luxury shopping malls	286	4.2832	.73044	.04319
There are various shops and restaurants in Thai luxury shopping malls	286	4.4406	.73147	.04325
There are good enough facilities and amenities in Thai luxury shopping malls	286	4.3951	.82580	.04883

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with Thai luxury shopping malls	97.669	285	.000	4.44056	4.3511	4.5301
I am satisfied at shopping in Thai luxury shopping malls	104.841	285	.000	4.48951	4.4052	4.5738
I would return to Thai luxury shopping malls	99.167	285	.000	4.28322	4.1982	4.3682
There are various shops and restaurants in Thai luxury shopping malls	102.665	285	.000	4.44056	4.3554	4.5257
There are good enough facilities and amenities in Thai luxury shopping malls	90.008	285	.000	4.39510	4.2990	4.4912

REFERENCES

Baker, D. A. (2000). "Quality, satisfaction and behavioral intentions." <u>Journal of Tourism Research</u> **Vol. 27**: pp. 785-804.

Bolton, R. (2000). "A dynamic model of the customer's relationship with a continuous service provider: the role of satisfaction." <u>Journal of marketing science</u> **Vol. 27** pp. 45-65.

Bolton, R. N., Kannan, P.K. and Bramlett, M.D. (2000). "Implications of loyalty program membership and service experiences for customer retention and value." <u>Journal of the Academy of Marketing Science</u> **Vol. 28**: pp. 95-108.

Boulding, W. (1993). "A dynamic process model of service quality: from expectations to behavioral intentions." <u>Journal of Marketing Research</u> **Vol. 30**: pp. 7-27.

Brown, S. W. (1997). "A gap analysis of professional service quality." <u>Journal of Marketing</u> **Vol. 53**.

Caruana A, E. M. T., Ramaseshan B. (2000). "Assessment of the three-column format SERVQUAL: An experimental approach." <u>Journal of business research</u>: pp. 57-65.

Cronin J.J., S. J., Taylor A. (1992). "Measuring service quality: A reexamination and extension." <u>Journal of marketing</u> **Vol. 56**: pp. 55-68.

Department of Tourism, M. o. T. a. S. (2012). "Statistic of international tourism in Bangkok." from <u>http://www.tourism.go.th</u>.

F., B. (1996). "SERVQUAL: review, critique, research agenda." <u>Journal of marketing</u> **Vol. 30**: pp. 8-32.

Franceschini F., C. M. (1998). "Comparing tools for service quality evaluation, International." <u>Journal of quality science</u> **Vol. 3**: pp. 356-367.

Kulašin Dž, H. J. (2004). "Using the SERVQUAL for the customer satisfaction measurement process in Tecnical high school Bugojno, Proceeding of 8th "TMT 2004."

Lee H, L. Y., Yoo D. (2000). "The determinants of perceived service quality and its relations with satisfaction." <u>Journal of services marketing</u> **Vol. 14**: pp. 217-231.

M., W. (2001). "Using SERVQUAL to assess customer satisfaction with public sector services." <u>Managing service quality</u> **Vol. 11**: pp. 380-388.

Mallery, D. G. a. P. (2003). "SPSS for windows step by step: A simple guide and reference."

P.F., C. (1996). "Managing service quality in HE: Is SERVQUAL the answer? Part 2." **Vol. 6**: pp.31-35.

Parasuraman A., Z. V. A., Berry L.L. (1991). "Refinement and reassessment of the SERVQUAL scale." <u>Journal of retailing</u> **Vol. 67**: pp. 420-450.

Parasuraman A., Z. V. A., Berry L.L. (1994). "Alternative scales for measuring service quality: A comparative assessment based on psychometric criteria." <u>Journal of retailing</u> **Vol. 70**: pp. 201-230.

R.I, O. (1980). "A cognitive model of the antecedents and consequences of satisfaction decisions." <u>Journal of marketing research</u> **Vol. 17**(pp. 460-9).

Ryan C., C. G. (2003). "Developing a visitor satisfaction monitoring methodology: Quality gaps, crowding and some results." <u>Current issues in tourism</u> **Vol. 6**: pp.457-492.

VITA

NAME	Nattaphol Bangviroonrag
DATE OF BIRTH	18 September 1991
PLACE OF BIRTH	Chumphon, Thailand
INSTITUTIONS ATTENDED	2010-2014: Silpakorn University, Phetchaburi campus, Thailand Bachelor of Arts, Hotel and lodging Business
	2015-2017: SilpaKORN university International College,Bangkok, Thailand Master of Business Administration Program in International Business Management
HOME ADDRESS	92/32 Sampran Nakornphathom 73210