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CHUENJIT CHANGCHENKIT
Kasetsart University, Thailand

CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF ENERGY COMPLEX CONFERENCE ROOMS IN THAILAND.

Abstract:

The purpose of this research was to study customer satisfaction towards service quality and communication of Energy Complex Conference or “EnCo” rooms. The venue, named Energy Complex, was located in Bangkok, mainly served for tenants within the premise and general customers. Quantitative research consisting of 400 samples was employed to those who had at least 1 year experience in renting conference rooms or conference rooms with catering services. Data were collected through convenience sampling method. The results revealed that most of the respondents were female, aged between 31 - 40 years old, held bachelor degree, with 1-2 times experience in using EnCo rooms or EnCo rooms with catering services. The service dimension that respondents perceived and expected in the highest level was assurance dimension, especially corporate’s integrity and customer - centric culture. However, respondents ranked the reliability service dimension in the highest importance, followed by empathy and responsiveness, respectively. When considering the service quality gap by comparing customers’ perception and expectations, results showed that the biggest gap that customers gave the highest importance was the reliability dimension (weighted mean score = -1.69), followed by responsiveness and empathy dimensions (weighted mean score = -1.65 and -1.56, respectively). The higher the service quality gap means the less customer satisfaction. The hypothesis testing results showed that different demographic factors led to different customer expectation and perception differently at the statistical significance level of 0.05. It was recommended that EnCo should improve service reliability through proactive teamwork and correct communication by using digital media such as application, and social media.

Keywords:

Customer Satisfaction, Customer Perception, Customer Expectation, Service Quality Dimension, Thailand

JEL Classification: M31