

Service Quality in Thai Tourism: An Experience of Inbound Tourists Visited Bangkok, Thailand

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Abstract : The purposes of this research were to investigate the five important perceptions of service quality from inbound tourists who visited Bangkok, Thailand in the first quarter of 2014. Data were collected from over 10 important tourist destinations in Bangkok. The independent variables of this study included gender, age, levels of education, occupation, income, and country of origin while the dependent variables included their experience, opinion, and comment on the service received during visited tourist destinations. A simple random sampling method was performed to obtain 400 respondents. The respondents were both male and female in the same proportion. However, the majority were between 31-40 years old. Most were married with an undergraduate degree. Most were considered themselves as middle income with an average income of the respondents was between \$30,001-40,000 per year. The findings revealed that the majority of respondents came to Bangkok because of low cost and high quality of tourism. The majority came to Bangkok for the first time and spent about 10 days in Thailand. The five important service perceptions that were observed by the inbound tourists in descending order according to mean were reliable of service provider, proper time of service provider, competency of service provider, neat and clean of service provider, and politeness of service provider.

Keywords : experience, inbound tourists, perception, service quality

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