

Title	The Quality and Marketing Strategy for Health Service that Exceed Consumer Expectation in Spa Business in Thailand
Advisor	Assistance Professor Dr. Swong Sawetwattana
Degree	Doctor of Business Administration
Name	Mrs. Pensri Wannasuk
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Abstract

The Research on “Quality and Marketing Strategy for Health Services that Exceed Consumers Expectations in Spa Business in Thailand” had two principal objectives : First, to investigate customers’ opinion and attitudes toward the service quality and strategy provided by of Spa business so that they will repeat the service of spa in the future. Secondly, to study the service quality and strategy of Spa Business include the repetition of customers’ use of spa in the context of quantitation and qualitative statistical analysis the methodology used in the study include rigorous questionnaires with, the sample of 410 spa users. The statistical analysis involved the application of the SPSS where the research hypothesis software on the dependent variables, the intermediate and the explanatory variables, along with person correlation coefficients.

The study results were as follows:

1) The opinion of the customers about service quality, marketing strategy of Spa business service, satisfaction, and customer’s intention of returning to use services of Spa business in Thailand indicated that most of the samples had the highest level of satisfaction of service quality perception and service competency especially Spa personnel had skills in performance the correct massage. The lowest level of satisfaction was marketing strategy, users of service ranked it the lowest scores.

2) The factors of service quality, marketing strategy of Spa business service, customer’ and satisfaction suggested caused users’ intention of returning to use services of Spa business in Thailand, the study found that the marketing strategy of Spa business service was related directly to service quality of customer’s perception and satisfaction whit prompted users’ intention of

returning to use services, with the statistical significance at .01. For the indirect relation found that marketing strategy and service quality of customer's perception caused the intention return to use service, with the statistically significance at .01. The hypothesis of the research in analyzing the relation between independent variables, variables inserted and dependent variable indicated that the related variables behaved according to the hypothesis, with the level of significance at .01 and from analysis, all variables were closed to 1. In addition, the collected quantitative data from the interview could support the result of all quantitative data. The research made the recommendation that the entrepreneur should take an interest in the customer service quality, especially, in its personnel's response, confidence, and capability towards the customer service.