

## **ABSTRACT**

This study aims to measuring customer perceptions of service quality towards TOM N TOMS coffee shop by conducting a GAP analysis to access the GAP between customer expectations and perceptions. TOM N TOMS Coffee Shops are located in the metropolitan City of Bangkok and a veteran of the Bangkok coffee drinking scene. TOM N TOMS coffee shops still feels new and exciting, the shops has a cool, laid-back vibe, attracting a young international crowd especially the Europeans like to sit back and relax and enjoy the coffee cultures like in their home countries. The shop on Phaya Thai Road in on A LA ART building muted color scheme, the coffee shop which has a cool vibrant colors in the exterior and interior is irresistibly nice at the night time. This research is to find out the expectation levels of services at TOM N TOMS coffee shop on Phaya Thai road in customer's mind. Also, to identify the problem areas regarding service quality issues at TOM N TOMS coffee shop.

The SERVQUAL instrument itself is discussed, and a demonstration of how it can be used by TOM N TOMS coffee shop in assessing quality service is included. The managerial implications of using SERVQUAL as an assessment tool include meeting and managing customer expectations, managing the physical design of the product, educating service customers, developing a total quality management program, achieving continuous quality through automation, and engaging in periodic review of the procedures, personnel, and property of the operation. With the assessment knowledge generated by such a review, Eat ME restaurant may then begin to manage their strengths and weaknesses productively.

The survey research via questionnaire was used to collect the primary data. The target population of this research was customers who prior experience with TOM N TOMS Coffee shop, Central Town of Bangkok that was the location for studying in this research and the sample size for this study is 300.

In this research, the five SERVQUAL dimensions – reliability, assurance, tangible, empathy, and responsiveness were used to measure customer expectations and perceptions on the service quality of TOM N TOMS coffee shop. From this study, the restaurant's service performance

exceeded customer expectations in all five dimensions. Service quality is an important key for business success because it provides a lot of benefits, the customers of TOM N TOMS coffee shop did perceive the services delivered from the restaurant as they expected.

### **Recommendations**

The research results showed that reliability and responsiveness were the main problems of TOM N TOMS coffee shop. To ensure that the gap between customer expectation and perceived performance of service delivery is reduced as much as possible, TOM N TOMS coffee shop