

ABSTRACT

This study aims to measuring customer perceptions of service quality towards EAT ME restaurant by conducting a GAP analysis to access the GAP between customer expectations and perceptions. EAT ME restaurant is located in the metropolitan City of Bangkok and a veteran of the Bangkok dining scene, Eat Me still feels fresh and exciting, the restaurant has a cool, laid-back vibe, attracting a young international crowd who like to party. Set over two floors with a sleek, muted color scheme, the restaurant houses a bar and a bamboo-shrouded veranda, which is irresistibly romantic at night when illuminated by flickering candlelight. Friendly staff and fabulous cocktails (the fig and ginger martini is a favorite) are further reasons to visit – and help explain why Eat Me is much-loved as a late-night dining destination. This research is to find out the expectation levels of services at EAT ME restaurant in customer's mind. Also, to identify the problem areas regarding service quality issues at EAT ME restaurant.

The SERVQUAL instrument itself is discussed, and a demonstration of how it can be used by EAT ME restaurant 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 EAT ME Restaurant, Central Town of Bangkok that was the location for studying in this research and the sample size for this study is 278.

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 EAT ME restaurant. From this study, the restaurant's service performance failed to meet 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 EAT ME restaurant did not perceive the services delivered from the restaurant as they expected.

Key Words: Service quality (SERVQUAL), Customer perceptions, Restaurant.