TITLE: Perceiving Service Quality of International Hotels in the
             Northeast Destination through Thai Consumers: An Integration of
             a Balanced Scorecard Perspective and Baldrige Performance
             Excellence Program 2015-2016

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ABTRACT

This research aims to investigate the perception of service performance of the international hotel in the northeast destination in Thailand, which is based on the viewpoints of Thai guests of the hotels. The study utilized a quantitative research method to explore: 1) the service quality expectations and perceptions of the guests, 2) the importance-performance gaps, 3) market segmentation strategy and underlying dimensions, and 4) determinants of service quality performance achievement. This study also measures what key factors have an impact on the proposed framework for the continuous improvement of the international hotels' service quality performance in Thailand.

A quantitative analysis of responses from 379 hotels' guests selected from five international hotel companies by using a survey questionnaire for data collection was undertaken. The research uses a BSC model and Baldrge Performance Excellence 2015-2016 approach, which are integrated with the perceived service quality theory and the continuous quality improvement and control philosophies as the theoretical framework to explore critical determining and determined factors in the investigation of service quality expectations and perceptions of the hotels.

ANOVA variances and Structural Equation Modeling (SEM) software called Mplus editor 6.12 were used to test the importance of the gap between expectations and perceptions, and statistical significances across other socio-demographic variables and the causal relationships among the determining and determined variables respectively. Factor-Cluster Analysis was employed to analyze market segmentation strategy and underlying dimensions. The above-

mentioned statistical data analysis techniques help answer the research questions and accept or negate the research hypotheses.

The basic statistics, ANOVA and SEM analysis findings indicate that there is a positive correlation between expectations and perceptions of service quality performance of the international hotels. The finding represents that most participants are satisfied with the hotels' product and service quality and that the hotels' service quality performance meets their expectations but the hotels do not represent service quality performance that exceeds their guests' expectations. The Factor-Cluster analyses illustrate that expectation factors play an important role in determining underlying dimensions, market segments, and the results that positively affect the achievement of the hotels' overall service quality performance achievements. However, all socio-demographic variables, such as sex, age, occupation, household, and region variables, were not found to be statistically significant across the emerging market segments and underlying dimensions of the current research.

Lastly, the study suggests key market segmentation, including limitations, further research recommendations, and implications for professional practice with additional evidence to that found in the literature.