Service Quality Management in Talingchan Floating Market, Bangkok

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Abstract: **Thailand is one of the most popular tourist destinations in the world. Apart from various tourist attractions here, Floating Markets have unique attractions for tourists. In the present study the perception of the visitors to the Talingchan Floating Market, Bangkok are measured using five dimension of service quality (SERVQUAL). The response of the visitors Talingchan Floating Market was selected as the sample. The objective of the study is to highlight the service quality of Talingchan Floating Market by studying and analyzing the basic principles of service quality and the ways to improve the service quality there. For the purpose of present study the quantitative methods were used. The primary data is collected from the visitors at floating market by questionnaires. These questionnaires was developed to measure the service quality in Talingchan Floating Market and it was used for creating the survey form and the secondary data was gathered from articles, journals and online resources. The factor analysis by using Anova model, were performed on 100 valid samples survey data as methodology. This analysis was applied to five dimension of service quality (SERVQUAL) that were determined with gender and age group as a result a factor analysis and it was discovered that these dimensions affect the service quality positively. Among the service quality dimension, it was discovered that different genders and age group have different perception about service quality. It was concluded that there is significant relationship between service quality and tangibility, reliability, responsiveness, assurance and empathy. The findings of the study confirmed that there is a positive relationship between service quality and its five dimensions. Furthermore significant differences were found between age groups statistically.**

Keywords: **Tourism, Service Quality, Intangibility.**

1. INTRODUCTION

Thailand is one of the main tourist destinations for the people around the world. And tourism has become one of the main industries generating billions of dollars with double digit contribution in the total GDP of the many countries including Thailand (Guide for Local Authorities on Developing Sustainable Tourism, 1998). Thailand is not only famous for Thai smile but also for its hospitality (Maitreesophon, 2012). Tourism industry constitutes of hotels, resorts, beaches, cuisine, entertainment and many others (Guide for Local Authorities on Developing Sustainable Tourism, 1998).

1.1 Overview of Talingchan Floating Market, Bangkok and Service Quality:

Apart from various tourist attractions and entertainment venues, Thailand is one of the few countries where the concept of floating market has its inception in the history. The market where goods are sold from boats is called floating market. (Floating Market, n.d.) This is ancient Thai culture when water transport had very important role in everyday life. However these days floating markets have become tourist attractions mostly in Asian countries (Wagner, 1999). There are many ancient as well as modern floating markets in Thailand though the most popular ones are in and around Bangkok.. These floating markets have been developed in modern ways but still providing the sense of ancient culture of Thai cities which were mostly inhibited near the river and canals (Wagner, 1999). Talingchan Floating market is one of the major tourist attractions in Bangkok visited by Thai and foreign tourist (Talingchan Floating Market, n. d.). No attempts have been made to understand the response of visitors of Talingchan Floating market for improvement. Therefore present study is undertaken to understand the basic principles of service industry and to investigate further to what extent they are followed by the administration and service providers at Talingchan Floating market.

Maitreesophon (2012) observes that service providers in Thai tourism industry are known to serve their guest with heart and for providing memorable experience to their Thai and foreign visitors. Many of them are known to provide world standard services others however attempt to do so thanks to high competition in this sector. Several attempts have been made to evaluate the quality of the service of many sectors of tourism industry around the world as well as in Thailand (Agbor, 2011) . However it's found the most the attention is given to hotel and airline industry (Agbor, 2011). Little or no attention is given to other sectors such as restaurant and even floating market although they are very popular among Thai and foreign tourists who quite enjoy the setting of ancient Thai culture which revolved around the rivers.

In order to evaluate the service of Talingchan Floating Market, a standard set of questions was prepared to measure visitor's perception of service quality covering five dimensions: reliability, responsiveness, assurance, empathy and tangibles to get their response. After receiving a certain number of responses from visitors, these questionnaires were processed and evaluated following the principals of service industry. It's intention of the researcher to share the finding of this study with the administration of Talingchan Floating Market to improve the service quality to better provide Thai hospitality to Thai visitors as well as all visitors who might come from various national, language, religious and cultural background with very high expectations of Thai hospitality.

1.2 Objectives:

1. To understand the concepts of service quality.

2. To understand the concepts of service quality in Thai context

3. To understand how the concepts of service quality are followed at Talingchan Floating Market

4. To understand the problems faced by visitors to Talingchan Floating market

5. To understand necessary improvement in the service provided to visitors of Talingchan Floating Market.

6. To recommend ways to improve the service at Talingchan Floating market

2. LITERATURE REVIEW

This section provides literature review on the concept of service, quality and service quality, instruments measuring service quality and service quality model which is known as the gap model.

2.1 Concepts of Service Quality:

2.1.1 Service:

The word service is defined (service. n.d.) as the action of helping or doing work for someone in oxford dictionary. However service is an action or performed task that takes place by direct contact between the customer or guest and agent or representatives of the service providing organization which can be provided by a person or via technology (Ford, Sturman & Heaton, 2012). A contemporary definition is provided by Kotler and Armstrong (1996): "A service is an activity or benefit that one party can offer to another that is essentially tangible and does not in result in the ownership of anything. Its production may or may not be tied to a physical producer". In short, service can also be defined as an intangible offer by one service provider to his or her service receiver in exchange of money for comfort and pleasure. Kotler & Keller (2009)

Cowell (1991) describes both goods and services as products. In simple words, tangible products are mostly referred to as goods; on the other hand intangible products are often referred to as services. Services are not the same kind of product as goods (Foxall, 1985). However some products are a mixture of a tangible good and intangible service. The service is provided in every sector of economy from retailing, wholesaling, transportation, telecommunication, finance, education, tourism, hospitality, and leisure. Accordingly service has been defined as "any activity or benefit one party can offer to another that is essentially intangible and does not result in the ownership of anything. Production may or may not be tied to a physical product" (Kotler, Bowen & Makens 1998).

2.1.2 Quality:

Parasuraman, Zeithaml and Berry (1985) defined quality as comparison between expectations and performance. Quality is further explained as "the totality of features and characteristics of a product or services which has ability to satisfy the consumers' needs" (Kotler, Bowen & Makens 1998). Apparently the quality is related to the value of an offer or product,

which could result in satisfaction or dissatisfaction on the part of the consumer. The quality of the entire guest experience or of any part of it is defined as the difference between the quality that the guest expects and the quality that the guest gets. If the two are the same then the quality in this special sense is average or as expected; you got what you expected and you are satisfied. If you got more than you expected, quality was positive; if you got less than you expected, quality was negative. Let's say that on successive nights a guest stays at five star hotels and at a cheaper hotel. If the five star hotels did not live up to his high quality expectations and the cheaper hotel exceeded his somewhat lower quality expectations, according to the above definition, the cheaper hotel guest experience was of higher quality for him. (Ford, Sturman & Heaton, 2012)

2.1.3 Service Quality:

Service quality is defined as a post-consumption assessment of services by customers or consumers (Holdford & Reinders, 2001). Service quality has special meaning in the services field. However according to Ford, Sturman & Heaton (2012) service quality is the difference between the service that the consumer expects to receive and the service that the consumers actually get The reason that the perceived quality of the product has become the most important factor for competition in business world; it has been the reason of naming the present business era as "Quality Era" (Peeler, 1996). While service quality is defined by Edvardsson (1998) as the degree of being able to meet the customers' expectations and to determine their needs and wants Kandampully (1998) gave a similar definition of satisfying the customer's expectations with the service provided.

2.2 Characteristic of Service Quality:

It is interesting to note some characteristics of services that are different from products. Kotler, Bowen & Makens (2014) explained these very important four characteristic of services: intangibility, inseparability, variability and perishability.

1. Intangibility: Service is intangible unlike physical goods. Service cannot be touched, seen, or smelt.

2. Inseparability: Services are produced and consumed simultaneously.

3. Variability: Services are less standardized. Quality of service is inconsistent over time.

4. Perishability: Services are predicable but cannot be stored in any form.

2.3 Service Quality Model: The Gap Model:

Parasuraman defines service quality as "the differences between customer expectations and perceptions of service" (Parasuraman, Zeithaml & Berry, 1988). He argued that measuring service quality as the difference between perceived and expected service was a valid way and could make management to identify gaps to what they offer as services. A most popular model of service quality is known as the five-gap model (Kotler, Bowen & Makens 2014). The five-gap service model provides understanding of the delivery of quality service. By studying this model, we can develop real understanding of the potential problem areas related to service quality. This kind of deeper insight knowledge is helpful to close any gaps that may exist in providing services (Kotler, Bowen & Makens 2014).

2.3.1 Gap 1: Customer Expectations versus Management Perception:

A gap one is found when the managers fail to understand the want and desire of the customers. For example if the management develop a system in which all guest receive their services in 15 minutes, however if the guests start losing patience in 10 minutes and they are not satisfied with the service. It means that particular system of waiting for 15 minutes is not satisfactory. After discussing with guest management may realize that the critical time is 10 minutes not 15 minutes. (Kotler, Bowen & Makens 2014) When the products do not change with the customer need then this segment becomes less attractive the target market. This causes the gap 1 to increase in volume. Managers are encouraged to move around their operation areas, discuss with their customers for their expectations and ask for feedback. (Kotler, Bowen & Makens 2014)

2.3.2 Gap 2: Management Perception versus Service Quality Specifications:

When managers are aware of the needs and wants of the customers but are not able or not willing to come up with the system to deliver it, gap 2 takes place. There are many reasons for gap 2: "(1) inadequate commitment to service quality, (2) lack of perception of feasibility, (3) inadequate task standardization, and (4) absence of goal setting." (Kotler, Bowen & Makens 2014) Managers might feel sometime that investing in improving any existing problem is worth spending money. This causes gap 2 to arise.

2.3.3 Gap 3: Service Quality Specifications versus Service Delivery:

Gap 3 is known as the service-performance gap. When management clearly understand the needs and wants of the customers with clear specifications but the employees are not able or not willing to provide that service, gap 3 takes place. This happens mostly when the management assumes that the employees are providing desirable excellent service without paying close attention to the details. The function (hiring, training, monitoring working conditions, and developing reward systems) of human resources is very crucial for reducing the gap 3. (Kotler, Bowen & Makens 2014)

2.3.4 Gap 4: Service Delivery versus External Communications:

When the service providers promise more in their advertisement to deliver but they can't deliver it then the gap 4 is created. Marketing department must know the limitations and shortcomings of the company in order to provide accurate information and advertise accordingly. (Kotler, Bowen & Makens 2014)

2.3.5 Gap 5: Expected Service versus Perceived Service:

Gap 5 increases in size when any other gaps increase in volume. This gap shows the difference between the expected quality and the perceived quality. The expected quality is the expectations of the guests from the service provider. However the perceived service is what the guests perceive the service received from service provider. If the guest receives more or same as he or she had expected, the guest is satisfied. On the contrary if the guest receives less than he or she had expected, the guest is not satisfied. (Kotler, Bowen & Makens 2014)

2.4 Measuring Service Quality:

The purpose of providing quality service is to satisfy guests or customers. And measuring service quality is a better way to find out whether the services are good or bad and whether the customers are satisfied with it or not. Haywood (1988) listed in his study: "three components of service quality, called the 3 "Ps" of service quality They are: (i) Physical facilities, processes and procedures; (ii) Personal behaviour on the part of serving staff, and; (iii) Professional judgment on the part of serving staff but to get good quality service."

2.4.1 Servqual:

SERVQUAL is a multi-item scale developed to assess customer perceptions of service quality in service and retail business. The scale containing twenty-two items that was grouped into two statement, one to measure expectations concerning general factors about the company while the other measure perception about the particular firm whose service quality was being evaluated. Furthermore these items were grouped into following five distinct dimensions: (Parasuraman, Zeithaml & Berry, 1985).

☐ **Tangibility:** Appearance of tools and equipment, and personnel during the service provision of the business,

☐ **Reliability:** The ability to provide the promised service in an accurate and reliable manner,

☐ **Responsiveness:** personnel's Willingness to help the customer and to provide prompt service,

☐ **Assurance:** The personnel are courteous, knowledgeable and able to create a sense of confidence in the customers,

☐ **Empathy:** business providers puts themselves in the customers' shoes, pay individual attention to customers, and show personal interest in customers.

2.5 Conceptual Framework:

The following diagram presents the relationship between independent variables and dependent variables.
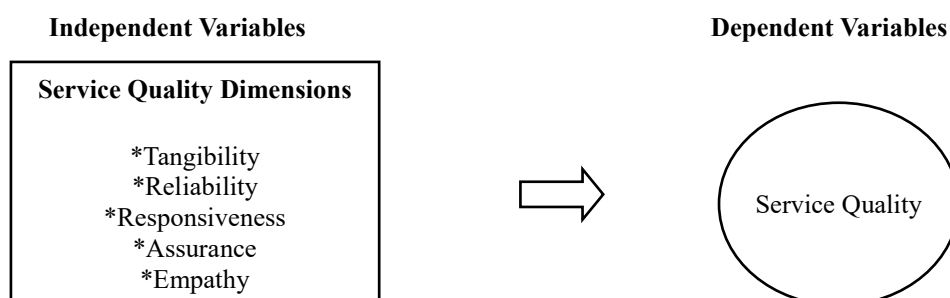

Figure.1.1: Conceptual Frameworks

The above diagram; the conceptual framework of the dependent and independent variables which consist of Tangibility, Reliability, Responsiveness, Assurance, Empathy and Service Quality indicate the parameters within which this study will attempt to determine how the dependent and independent variables influence visitors preference for service provided at Talingchan Floating market.

2.6 Hypotheses of the Research:

Modernization has influenced the setting and running for tourist attractions in the world as well as in Thailand. As the need arise, the administrators, business operators and service providers have amended and altered the way service have been provided such as modern equipment to facilitates the visitors and English speaking personals in the information counter. Though balance between modern development and ancient culture has been quite challenging, the service providers have maintained the practice of unique Thai culture providing the best hospitality to visitors coming from different parts of Thailand as well as different part of the world. The specific hypotheses for this study are as follows;

+*H1* = There is a positive relationship between Tangibility and Service Quality.

+*H2* = There is a positive relationship between Reliability and Service Quality.

+*H3* = There is a positive relationship between Responsiveness and Service Quality.

+*H4* = There is a positive relationship between Assurance and Service Quality.

+*H5* = There is a positive relationship between Empathy and Service Quality

3. RESEARCH METHODOLOGY

For the research methodology employed in this study, there will be primary data on approaches of information from distributing and collecting questionnaires at Talingchan Floating Market and the research is based on the secondary data of literature review of the knowledge. The researcher used the descriptive or quantitative research design with Pearson correlation method. The samples are 100 international tourists who visited Talingchan Floating Market.

3.1 Research Questionnaire:

The questionnaires were distributed to the visitors at Talingchan Floating Market. The questionnaire was divided into two parts: In the first part there were total 2 questions related to the demographic characteristic information of respondents. Consisting of check-list questions, it combined the question of gender and age. In the second part there were 22 questions related to the feelings of tourists towards the service of Talingchan Floating Market, Bangkok to the degree of satisfaction of their visit. Service Quality was measured under the 5 dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy). This questionnaire as set of 22 Questions to cover 5 dimensions was developed by Zeithaml and Bitner (1996). Questions from 1-6 measured the tangibility of the service, 7-11 determined the reliability, 12-15 determined the responsiveness, 16-18 determined the assurance and the questions from 19-22 measured the empathy. This scale was developed and validated by Ruetzler (2005) and Five point Likert scale were used (1= Strongly Disagree to 5= strongly agree).

The questionnaire information by distributing the handouts of survey forms was collected from 1st December to 31st March 2016. The instrument used in data analysis was the Statistical Package for Social Sciences (SPSS) version 20 with the satisfactory scale. The collected data were analyzed by using descriptive statistic with frequency, percentage, mean and standard deviation. The Likert scale was used to measure the degree of satisfaction of the respondents.

Average score 1.00-1.49 very low degree of satisfaction

Average score 1.50-2.49 low degree of satisfaction

Average score 2.50-3.49 normal degree of satisfaction

Average score 3.50-4.49 high degree of satisfaction

Average score 4.50-5.00 very high degree of satisfaction

4. DATA ANALYSIS

The analysis of collected data was carried out through various statistical techniques. The collected data was analyzed by using the Statistic Package for Social Science (SPSS) version 22 to explore for descriptive analysis. The first part of questionnaire was set up in order to look demographic data concerning gender and age of the respondents. All information displayed in following in the form of frequency and percentage of the respondents. And, they were explained in form of

descriptive analysis to describing the display tables.

Table.1. the frequency and percentage of respondents classified by Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	60	60.0	60.0	60.0
	Female	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Table 1 shows the gender distribution of the respondents, which is the sample group in this study. There are female respondents more than male respondents, a total of 60 male respondents or 60% and a total of 40 female respondents or 40%.

Table.2: The frequency and percentage of respondents classified by Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	40	40.0	40.0	40.0
	31-45	30	30.0	30.0	70.0
	46-60	20	20.0	20.0	90.0
	60 Above	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 2 shows the age distribution of the respondents. The age between 18 to 30 is the majority, which are 40 persons or 40% of the total respondents. The age 31 and 45 are the second largest group that has 30 persons or 30%. The third one is age 46 to 60 that has only 20 persons by 20% of the total respondents participated in the survey. The group age 60 to above is less, which has only 10 persons by 10% of the total respondents participated in the survey.

4.1 Test of the Hypotheses:

The SPSS (Statistical Package for Social Science) Version 22 methodology was used to test the hypotheses. Based on the values computed through the software it represent that the theoretical model fit the data well.

4.1.1 Tangibility and Service Quality:

Hypothesis H1 states that there is a positive relationship between Tangibility and Service Quality. The hypothesis supported by the data because contribution to the service quality has taken positive value (+ 0.015). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Tangibility and service quality.

4.1.2 Reliability and Service Quality:

Hypothesis H2 states that there is a positive relationship between Reliability and service quality. The hypothesis supported by the data because contribution to the service quality has taken positive value (+ 0.002). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Reliability and service quality.

4.1.3 Responsiveness and Service Quality:

Hypothesis H3 states that there is a positive relationship between Responsiveness and service quality. The hypothesis supported by the data because contribution to the service quality has taken positive value (+ 0.003). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Responsiveness and service quality.

4.1.4 Assurance and Service Quality:

Hypothesis H4 states that there is a positive relationship between Assurance and service quality. The hypothesis supported by the data because contribution to the service quality has taken positive value (+ 0.000). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Assurance and service quality.

4.1.5 Empathy and Service Quality:

Hypothesis H5 states that there is a positive relationship between Empathy and service quality. The hypothesis supported by the data because contribution to the service quality has taken positive value (+ 0.001). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Empathy and service quality.

Table.3: The relationship between five Dimensions and Service Quality

Relationship	Service Quality and Five Dimensions	
Tangibility and Service Quality	H1 (+)	Supported
Reliability and Service Quality	H2 (+)	Supported
Responsiveness and Service Quality	H3 (+)	Supported
Assurance and Service Quality	H4 (+)	Supported
Empathy and Service Quality	H5 (+)	Supported

The Summery of the hypotheses testing shows above table 3 and the left hand column shows that predicted hypotheses. The middle and right hand column show the direction of the hypothesized effect of five dimensions and Service Quality and whether the hypothesized effects are supported by the findings. After hypothesis testing the researcher discovered that overall service quality is positive value (+ 0.001). It means that the service at Talingchan Floating Market, Bangkok is good. In conclusion we can say that the visitors of Talingchan Floating Market, Bangkok are satisfied with the service provided.

4.2 Results of the Analysis:

4.2.1 The Reliability Statistics:

In order to examine the reliability of the scale dimensions used, the Chronbach's Alpha which is considered as the most widely acceptable reliability measure was calculated. Table 4 provides the Chronbach's Alpha (α) of the five dimensions. As there is no value below 0.71 it can be concluded that the measures used here are consistent enough for the study.

Table.4: Service Quality Variables and items used in the study with reliability measures

Dimension	Items	Chronbach's Alpha
Tangibility	1. Talingchan Floating Market has modern-looking equipment. 2. Talingchan Floating Market's physical facilities are visually appealing. Talingchan Floating Market's employees are neat-appearing. 3. Materials associated with the service (such as menus) are visually appealing at Talingchan Floating Market.	0.91
Reliablity	4. When Talingchan Floating Market promises to do something by a certain time, it does so. 5. When you have a problem, Talingchan Floating Market shows sincere interest in solving it. 6. Talingchan Floating Market performs the service right the first time. 7. Talingchan Floating Market provides its services in the way it promises to do so. 8. Talingchan Floating Market insists on error-free service performance.	0.77
Responsiveness	9. Employees of Talingchan Floating Market tell you exactly when services will be performed. 10. Employees of Talingchan Floating Market give you prompt service. 11. Employees of Talingchan Floating Market are always willing to help you. 12. Employees of Talingchan Floating Market are never too busy to respond to your requests.	0.71
Assurance	13. The behaviour of Talingchan Floating Market employees instills confidence in customers. 14. You feel safe in going to Talingchan Floating Market and	0.78

	doing business with them.	
	15. Employees of Talingchan Floating Market are consistently courteous to you.	
	16. Employees of Talingchan Floating Market have the knowledge to answer your questions.	
Empathy	17. Talingchan Floating Market gives you individual attention.	0.92
	18. Talingchan Floating Market has operating hours convenient to all its customers.	
	19. Talingchan Floating Market has employees who give you personal attention.	
	20. Talingchan Floating Market has your best interests at heart.	
	21. Employees of Talingchan Floating Market try to learn your specific need.	

Source: Talingchan Floating Market study survey, generated by the researcher (2016)

4.2.2 Perception of Visitors towards Service Quality of Talingchan Floating Market, Bangkok:

The SPSS (Statistical Package for Social Science) Version 22 was used to evaluate and analyze the data collected from the questionnaire. The mean and standard deviation are shown in the table below. Questions one to four shown as T1-T4 represent tangibility. Questions five to nine shown as R5-R9 represent reliability. Questions ten to thirteen shown as R10-R13 represent responsiveness. Questions fourteen to seventeen shown as A14-A17 represent assurance. And questions eighteen to twenty two shown as E18-E22 represent empathy. All the results are given in table then explained below.

Table.5: Mean and Standard Deviation for Tangibility

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
T1	100	2.00	5.00	2.9500	.74366
T2	100	2.00	5.00	3.7000	.90453
T3	100	2.00	5.00	3.8000	.93203
T4	100	1.00	5.00	3.7000	1.05887
Valid N (listwise)	100				

Source: Talingchan Floating Market Study Survey, generated by the researcher (2016)

Table 5 shows the mean and standard deviation for question one to four which are related to tangibility. The mean is 2.95, 3.70, 3.80 and 3.70 respectively for question one to four. So the mean score for tangibility is calculated as 3.53. The standard deviation is 0.74, 0.90, 0.93 and 1.05 respectively for question one to four. So standard deviation for tangibility is calculated as 0.91.

Table .6: Mean and Standard Deviation for Reliability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
R5	100	3.00	5.00	4.1000	.62765
R6	100	2.00	5.00	3.9500	.74366
R7	100	3.00	5.00	4.1500	.72995
R8	100	3.00	8.00	4.3500	.96792
R9	100	2.00	5.00	3.6000	.80403
Valid N (listwise)	100				

Source: Talingchan Floating Market Study Survey, generated by the researcher (2016)

Table 6 shows the mean and standard deviation for question five to nine which are related to reliability. The mean is 4.10, 3.95, 4.15, 4.35 and 3.60 respectively for question five to nine. So the mean score for reliability is calculated as 4.03. The standard deviation is 0.62, 0.74, 0.72, 0.96 and 0.80 respectively for question five to nine. So standard deviation for reliability is calculated as 0.77.

Table.7: Mean and Standard Deviation for Responsiveness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
R10	100	3.00	5.00	3.9000	.70353
R11	100	3.00	5.00	4.4000	.58603
R12	100	3.00	5.00	4.5000	.74536
R13	100	2.00	5.00	4.4500	.74366
Valid N (listwise)	100				

Source: Talingchan Floating Market Study Survey, generated by the researcher (2016)

Table 7 shows the mean and standard deviation for question ten to thirteen which are related to responsiveness. The mean is 3.90, 4.40, 4.50 and 4.45 respectively for question ten to thirteen. So the mean score for responsiveness is calculated as 4.31. The standard deviation is 0.70, 0.58, 0.74 and 0.74 respectively for question ten to thirteen. So standard deviation for responsiveness is calculated as 0.69.

Table.8: Mean and Standard Deviation for Assurance

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
A14	100	3.00	5.00	4.2000	.60302
A15	100	3.00	5.00	4.4500	.74366
A16	100	3.00	5.00	4.2500	.83333
A17	100	3.00	7.00	4.4000	.97442
Valid N (listwise)	100				

Source: Talingchan Floating Market Study Survey, generated by the researcher (2016)

Table 8 shows the mean and standard deviation for question fourteen to seventeen which are related to assurance. The mean is 4.20, 4.45, 4.25 and 4.40 respectively for question fourteen to seventeen. So the mean score for assurance is calculated a 4.00. The standard deviation is 0.60, 0.74, 0.83 and 0.97 respectively for question fourteen to seventeen. So standard deviation for assurance is calculated as 0.78.

Table.9: Mean and Standard Deviation for Empathy

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
E19	100	2.00	5.00	4.0500	.97830
E20	100	2.00	5.00	3.8000	.81650
E21	100	3.00	5.00	4.2000	.75210
E22	100	2.00	5.00	3.8500	.96792
Valid N (listwise)	100				

Source: Talingchan Floating Market Study Survey, generated by the researcher (2016)

Table 9 shows the mean and standard deviation for question eighteen to twenty two which are related to empathy. The mean is 4.00, 4.05, 3.80, 4.20 and 3.85 respectively for question eighteen to twenty two. So the mean score for empathy is calculated as 3.98. The standard deviation is 1.10, 0.97, 0.81, 0.75 and 0.96 respectively for question eighteen to twenty two. So standard deviation for empathy is calculated as 0.92.

5. CONCLUSION AND RECOMMENDATIONS

The aim of this study was to measure visitors' perceived service quality in the Talingchan Floating Market, Bangkok. This paper contributes to the theoretical orientation of tourism service quality and tourist's satisfaction in tourism industry literature by determining some major service quality levels. This study also identified five tourism service quality dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy, all of which comprise the criteria tourists use to evaluate the service quality Talingchan Floating Market, Bangkok. The findings of this study indicate that the most important factor in predicting tourism service quality evaluation was tangibility, followed by empathy, reliability, and responsiveness. The findings of this study suggest that among the five dimensions of service quality has a positive relationship with customer satisfaction. The mean score for service quality were between 3.53 and 4.31. These results support the idea that despite the usefulness of the SERVQUAL scale as a concept, it should be adapted for the service environment as well. In conclusion, knowing how consumers perceive service quality and being able to measure service quality can benefit management of tourism service. Measuring service quality can help management provide reliable data that can be used to monitor and maintain improved service quality. Future researchers can choose different items by reviewing more relevant articles and this should be explored further. When we refer to floating market most people think about floating market only in Thailand. However floating markets have been seen in many parts of the world mostly in Asian countries. Some comparative study can be conducted to compare the culture of floating market in Thailand and in other Asian countries. More research is also needed in idea of developing floating market as tourist destinations as many modern floating markets have sprung out as popular tourist destinations. Finally, the results of this study may not have been representative of the whole population, due to the fact that a convenience sampling method was used to collect the data. To be able to generalize the findings for this specific tourism segment, a study that would include more floating market in a variety of regional settings.

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