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May 19, 2016

## **Abstract**

The perception of service quality and its impact are measured comparing statistically five dimension of service quality (SERVQUAL). The relationship between service quality and customer satisfaction where customer of Talingchan Floating Market were selected as the sample. The purpose of this study is to highlight the service quality of Talingchan Floating Market and impacts of customer satisfaction by examining the basic principles of service quality the ways to improve them. In this study the quantitative method was used. The primary data is collected from the floating market by questionnaires. The questionnaire was used as the data collection technique and Ruetzler (2005) scale, which was developed to measure service quality in Talingchan Floating Market, was used for creating the survey form and the secondary data was gathered from articles, journals and online resources. In the methodology the factor analysis by using Anova model, were performed on 100 valid samples survey data. The Anova model analysis was applied to five dimension of service quality (SERVQUAL) that were determined with age group as a result a factor analysis and it was found that these dimensions affect the service quality positively. Among the service quality dimension, it was determined that different age group have different opinion about service quality. It was concluded that there is significant relationship between service quality and tangibility, reliability, responsiveness, assurance and empathy. The research findings confirmed that there is a positive relationship between service quality and customer satisfaction. Furthermore significant differences were found between age groups statistically.

**Keywords:** Tourism, service quality, Intangibility