

ระบบการวัดคุณภาพการให้บริการเชิงนวัตกรรมของศูนย์บริการลูกค้า  
ในธุรกิจสื่อสารแบบเคลื่อนที่ของประเทศไทย



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วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาวิทยาศาสตรดุษฎีบัณฑิต  
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INNOVATIVE SERVICE QUALITY MEASUREMENT SYSTEM FOR SERVICE ENCOUNTER  
OF MOBILE TELECOM INDUSTRY IN THAILAND

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A Dissertation Submitted in Partial Fulfillment of the Requirements  
for the Degree of Doctor of Philosophy Program in Technopreneurship and Innovation  
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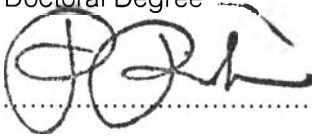
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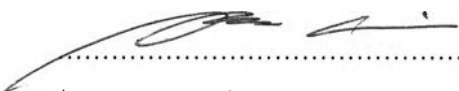
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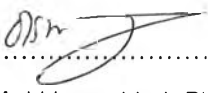
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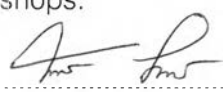
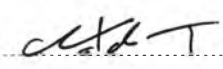

  
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The measurement of service quality has become a key strategy for ensuring a long term sustainability and competitiveness of the firm. This thesis aims to develop a service quality measurement for mobile service encounter (SQM-ME) model, beginning with the investigation of earlier researches. To make an analogy with several SQM models, the strength of each model was accustomed to construct a new SQM model (called SQM-ME Model) by applying the concept of system model. Secondly, the SQM-ME model was modified by the advices from expert panel by using Delphi method. The SQM-ME model compares the service quality gap in two dimensions, which are customer perspective and organizational perspective. It also reveals six SQ factors, which are facility, speed, reliability, professional competence, agent utilization and responsiveness. Next, factor analysis method was utilized to modify the SQM-ME model. Then, multiple regression analysis shows the relative equation:  $Y$  (Overall SQ) = 4.041 + .268x (Friendliness) +.431 (Ambient condition) +.796(Employee capability) + 1.252x (Accuracy) + 1.672 x (Queuing Speed). Finally, the SQM-ME system was developed and test in mobile service shops.

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ธีระพล ถนอมศักดิ์ยุทธ : ระบบวัดคุณภาพการให้บริการเชิงนวัตกรรมของศูนย์บริการลูกค้าในธุรกิจสื่อสารแบบเคลื่อนที่ของประเทศไทย (INNOVATIVE SERVICE QUALITY MEASUREMENT SYSTEM FOR SERVICE ENCOUNTER OF MOBILE TELECOM INDUSTRY IN THAILAND) อ. ที่ปรึกษาวิทยานิพนธ์หลัก: ผศ.ดร.ณัฐชา ทวีแสงสกุลไทย, อ.ที่ปรึกษาวิทยานิพนธ์ร่วม: ผศ.ดร.พงศ์พันธ์ อนันต์วรณิชย์, 248 หน้า.

การวัดคุณภาพการให้บริการถือเป็นสิ่งสำคัญในการบริหารจัดการเพื่อให้เกิดความสำเร็จทางธุรกิจอย่างยั่งยืน วัตถุประสงค์ของวิทยานิพนธ์ฉบับนี้เพื่อศึกษาการวัดคุณภาพการให้บริการเชิงนวัตกรรมของศูนย์บริการลูกค้าในธุรกิจสื่อสารแบบเคลื่อนที่ของประเทศไทย โดยเริ่มต้นการวิจัยด้วยการทบทวนวรรณกรรม โดยการศึกษา แนวคิดการวัดคุณภาพการให้บริการในอดีตและนำมาเปรียบเทียบ และ พัฒนาเป็นกรอบแนวคิดพื้นฐาน เพื่อใช้ในการวิจัยในขั้นต่อไป โดยอ้างอิงแนวคิดเชิงระบบ ทำให้ได้โมเดลพื้นฐาน และในขั้นที่สอง ใช้วิธีการศึกษาเคสไฟล์ เพื่อให้ผู้เชี่ยวชาญ จำนวน 24 ท่าน ให้คำแนะนำและนำเสนอแนวคิดจำนวน 3 รอบ ทำให้โมเดลพื้นฐานได้รับการปรับปรุงพัฒนา จะได้โมเดลที่มีชื่อว่า เอสคิวเอ็มมี ซึ่งเป็นกรอบแนวคิดในการวัดคุณภาพการให้บริการของศูนย์บริการลูกค้าโทรศัพท์แบบเคลื่อนที่ โดยวัดคุณภาพการให้บริการในสองมุมมอง ได้แก่ การวัดคุณภาพการให้บริการผ่านมุมมองของลูกค้า และการวัดคุณภาพการให้บริการผ่านมุมมองขององค์กร ผ่านจำนวนปัจจัยหลัก 6 ปัจจัย ได้แก่ ความพร้อมอุปกรณ์เครื่องมือ, ความเร็ว, ความน่าเชื่อถือ, ความสามารถของพนักงาน, การใช้ทรัพยากรบุคคล และการตอบสนองความต้องการของลูกค้า ในขั้นที่สาม การวิเคราะห์ปัจจัย ผ่านการสำรวจโดยใช้แบบสอบถาม ทำให้มีการพัฒนาโมเดลมากขึ้น โดยลดจำนวน และ จัดกลุ่มตัวแปร และได้ใช้วิธีการวิเคราะห์การถดถอยพหุคูณ ทำให้ได้สมการ  $Y$  (คุณภาพบริการ) =  $4.041 + .268x$  (ความเป็นมิตร) +  $.431$  (สภาพแวดล้อมในร้าน) +  $.796$  (ความสามารถพนักงาน) +  $1.252x$  (ความแม่นยำ) +  $1.672 \times$  (ความรวดเร็ว) และในขั้นตอนสุดท้ายคือการพัฒนาาระบบเอสคิวเอ็มมี เพื่อใช้งานได้จริง

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# CONTENTS

	Page
ABSTRACT (English) .....	iv
ABSTRACT (Thai).....	v
ACKNOWLEDGEMENTS .....	vi
CONTENTS .....	vii
LIST OF TABLES .....	xii
LIST OF FIGURES .....	xiv
LIST OF APPREVIATIONS .....	xvii
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 BACKGROUND.....	1
1.2 RESEARCH AIM AND OBJECTIVES.....	4
1.3 SCOPE OF THE RESEARCH.....	5
1.4 INDUSTRIAL COLLABORATORS FOR CASE STUDIES.....	5
1.5 RESEARCH DESIGN.....	8
<b>CHAPTER II LITERATURE REVIEW.....</b>	<b>10</b>
2.1 THE DEVELOPMENT OF SERVICE QUALITY MEASUREMENT.....	11
2.1.1 Service Quality Definitions.....	11
2.1.2 Service Quality in Thailand.....	13
2.1.3 Key success factors of managing service quality.....	14
2.1.4 A comparison of SQ measurement model.....	17
2.1.5 Conceptual Framework.....	23
2.2 MOBILE SERVICE ENCOUNTER IN THAILAND.....	25
2.2.1 Overview of Mobile Service Industry in Thailand.....	25

2.2.2	Mobile telecom service encounters.....	26
2.3	REVIEWS OF RESEARCH METHODS.....	29
2.3.1	Systematic Literature Review.....	29
2.3.2	Delphi Study.....	29
2.3.3	Confirmation Factor Analysis.....	31
2.4	CLOUD COMPUTING TECHNOLOGY.....	32
2.5	CONCLUSIONS.....	36
<b>CHAPTER III: RESEARCH STRATEGY AND METHODOLOGY.....</b>		<b>37</b>
3.1	RESEARCH DESIGN.....	37
3.2	PHASE1: SYSTEMATIC LITERATURE REVIEW METHOD.....	40
3.2.1	Objective and Inclusion Criteria.....	40
3.2.2	Systematic Literature Review Method.....	40
3.3	PHASE 2: DEVELOP SQM-ME MODEL BY DELPHI STUDY.....	43
3.3.1	Delphi Method .....	44
3.3.2	Selection of experts.....	46
3.3.3	Questionnaire.....	47
3.4	PHASE 3: A CONFIRMATION FACTOR ANALYSIS OF SQM-ME MODEL...	48
3.4.1	Hypotheses.....	49
3.4.2	Sample.....	50
3.4.3	Data Analysis.....	50
3.4.4	Variable Analysis.....	51
3.4.5	Factor Analysis technique procedures.....	51
3.4.6	Factor Analysis Conditions.....	53
3.4.7	Multiple Regression Analysis.....	54
3.4.8	The variable selection in regression equation.....	55
3.5	PHASE4: PROCESS OF DEVELOPING SQM-ME SYSTEM.....	56
3.5.1	The six phases of the generic development process.....	57
3.5.2	Session and development workshop.....	60
3.5.3	Strategic Planning Session.....	61



3.5.4	Process Mapping Session.....	62
3.5.5	Customer Requirements Session.....	63
3.5.6	Concept Development Session.....	63
3.5.7	Product Testing Session.....	64
3.6	CONCLUSION .....	64
<b>CHAPTER IV: ESTABLISHING A CONCEPTUAL BACKGROUND.....</b>		<b>66</b>
<b>OF SQM MODE</b>		
4.1	RESEARCH THEME AND TREND.....	66
4.2	INDUSTRIAL ANALYSIS.....	70
4.3	A COMPARISON OF SQ MEASUREMENT MODELS.....	71
4.4	SQ DETERMINANTS COMPARED WITH SYSTEM MODEL.....	75
4.5	CONCLUSION OF SQM CONCEPTUAL BACKGROUND.....	78
4.6	PROPOSED SQM MODEL.....	79
4.7	CONCLUSION.....	81
<b>CHAPTER V RESEARCH FINDING OF DELPHI STUDY.....</b>		<b>83</b>
5.1	RESULT OF THE FIRST ROUND.....	84
5.2	RESULT OF THE SECOND ROUND.....	86
5.3	RESULT OF THE FINAL ROUND.....	88
5.4	SERVICE QUALITY ATTRIBUTES.....	90
5.4.1	Key service quality attributes.....	91
5.4.2	Output.....	95
5.4.3	Self Assessment (Influenced Factors).....	96
5.5	CONCLUSION.....	99
<b>CHAPTER VI DEVELOPED SQM-ME MODEL BY FACTOR ANALYSIS AND MULTIPLE REGRESSIONS.....</b>		<b>100</b>
6.1	DESCRIPTION OF THE STUDY SAMPLES.....	100
6.2	KMO AND BARTLETT'S TEST OF SPHERICITY.....	103

6.3	COMMUNALITIES.....	104
6.4	EIGEN VALUES.....	106
6.5	SCREE PLOT.....	108
6.6	COMPONENT MATRIX.....	109
6.7	ROTATING THE FACTOR ANALYSIS.....	111
6.8	FACTOR PLOT IN ROTATED FACTOR SPACE.....	113
6.9	MULTIPLE REGRESSIONS RESULT.....	114
6.10	CONCLUSIONS.....	116
<b>CHAPTER VII DEVELOPING INNOVATIVE SQM-ME DEVICES.....</b>		<b>119</b>
7.1	NEW PRODUCT DEVELOPMENT PROCESS.....	119
7.2	NEW PRODUCT PLANNING.....	120
7.2.1	Strategic Canvas.....	120
7.2.2	Market Opportunity.....	121
7.2.3	Cloud Computing Trend.....	122
7.2.4	Key Drivers for SQM-ME system.....	122
7.2.5	Product Strategy.....	123
7.2.6	SQM-ME Project Mission Statement.....	126
7.3	PROCESS MAPPING.....	128
7.3.1	Mobile Service Shop Layout.....	128
7.3.2	Defining core processes in mobile service shop.....	129
7.3.3	Queuing System Process.....	131
7.3.4	Satisfaction box Process.....	133
7.4	CUSTOMER NEEDS.....	135
7.5	CONCEPT DEVELOPMENT.....	138
7.6	SQM-ME MESUREMENT PROCESS.....	141
7.6.1	Activity Diagram.....	142
7.7	SYSTEM DESIGN.....	145
7.8	SYSTEM ARCHITECTURE.....	151
7.9	REPORTING MODULE.....	152
7.10	SERVICE SUPPORT.....	153

7.11	SQM-ME SYSTEM IN MOBILE SERVICE SHOP.....	153
7.12	DATABASE DESIGN.....	154
7.13	REPORT INTERFACE DESIGN.....	161
7.14	REPORTING VIA MOBILE PHONE.....	164
7.15	SMS ALART DESIGN.....	164
	7.15.1 Pilot test of SMS Alert.....	166
7.16	ONLINE SURVEY DESIGN.....	169
7.17	SQM-ME DETAIL SUMMARY.....	170
7.18	TESTING PHASE.....	171
	<b>CHAPTER VIII: SUMMARY.....</b>	<b>171</b>
8.1	SUMMARY OF THE RESEARCH FINDINGS.....	171
8.2	CONTRIBUTION TO KNOWLEDGE.....	182
	8.2.1 Contribution to Academic Knowledge.....	182
	8.2.2 Contribution to Market.....	182
	8.2.3 Contribution to Technology.....	182
8.3	LIMITATIONS.....	183
8.4	AREAS FOR FUTURE RESEARCH.....	183
	<b>REFERENCES:.....</b>	<b>184</b>
	<b>APPENDICES:.....</b>	<b>201</b>
	<b>AUTHOR BIOGRAPHY.....</b>	<b>248</b>

## LIST OF TABLES

	Page
Table 1.1	Summary of Case Companies' Background..... 6
Table 2.1	Service Quality Definition..... 12
Table 2.2	Key finding from the reviews of quality management study in Thailand 13
Table 2.3	Key success factors in QM implementation from literature reviews..... 16
Table 2.4	The development of SQM model..... 25
Table 2.5	Summary of three main Thai mobile operators' Background..... 32
Table 2.6	A Comparison of Service Types in mobile service shop..... 34
Table 2.7	A Comparison of Software as a service(SaaS)..... 42
Table 3.1	Research objectives and the research process..... 44
Table 3.2	Screening Result in each stage of review..... 49
Table 3.3	Excel Database..... 50
Table 3.4	Delphi Study Process..... 53
Table 3.5	Expert Category and Participants..... 54
Table 3.6	The six phase of the generic development process..... 64
Table 3.7	Session Name..... 66
Table 4.1	The comparison of the source of SQM papers..... 72
Table 4.2	Research method..... 73
Table 4.3	The development of SQM model..... 77
Table 4.4	SQ determinants compared with service encounter dimension..... 80
Table 5.1	Expert Category and Participants..... 86
Table 5.2	Service Quality factors and Variables..... 94
Table 5.3	Key SQ Results..... 98
Table 5.4	Influenced Factors..... 99
Table 6.1	Descriptive Statistics..... 105
Table 6.2	KMO and Bartlett's Test..... 106
Table 6.3	Communalities..... 107
Table 6.4	Eigen-values..... 108
Table 6.5	Component Matrix <sup>a</sup> ..... 111

Table 6.6	Rotated Component Matrix <sup>a</sup> .....	113
Table 6.7	Component Transformation Matrix.....	113
Table 6.8	Model Summary.....	115
Table 6.9	Coefficients a.....	115
Table 7.1	Key Drivers of Technology Selection.....	124
Table 7.2	Product Strategy.....	125
Table 7.3	A Comparison of Customer Needs Resulting from Customer Requirement Session.....	136
Table 7.4	Idea Classification.....	139
Table 7.5	Activity Diagram.....	144
Table 7.6	Service Performance (Sensor 1)... ..	154
Table 7.7	Service Perception (Sensor 2) .....	156
Table 7.8	SQ Output.....	158
Table 7.9	Self- Assessment.....	158
Table 7.10	Software Application Testing.....	171
Table 8.1	A Summary of research objectives and key findings.....	172

## LIST OF FIGURES

	Page
Figure 1.1	The Research Design Framework..... 9
Figure 2.1	Literature Review Framework..... 10
Figure 2.2	Conceptual Model of SQ Measurement Model..... 30
Figure 2.3	Market Share by Revenue..... 31
Figure 2.4	The Common Factor Model..... 39
Figure 3.1	Research Framework..... 46
Figure 3.2	Systematic Literature Review Diagram..... 48
Figure 3.3	Organization of Delphi Process..... 52
Figure 3.4	Process Mapping Process..... 67
Figure 3.5	Customer requirement Process..... 68
Figure 4.1	Research Themes..... 71
Figure 4.2	SQ research trend..... 72
Figure 4.3	Industrial analysis of papers reviewed..... 75
Figure 4.4	Conceptual Model of SQ Measurement Model..... 84
Figure 5.1	Affinity Diagram..... 88
Figure 5.2	1st round developed SQM model..... 89
Figure 5.3	2 <sup>nd</sup> round developed model: SQM-QE Model..... 91
Figure 5.4	Service Quality Measurement for Mobile Encounter (SQM-ME Model) 92
Figure 5.5	Service Measurement Process..... 93
Figure 6.1	Cattell's Scree plot..... 109
Figure 6.2	The plot of factor loadings..... 115
Figure 7.1	Generic Product Development Process..... 119
Figure 7.2	Strategic Canvas..... 120
Figure 7.3	Mobile Service Shop Layout..... 129
Figure 7.4	Value chain of mobile service shop..... 130
Figure 7.5	Greeting Process..... 131
Figure 7.6	Selling Product..... 131

Figure 7.7	Queuing Process.....	132
Figure 7.8	Add and edit users.....	132
Figure 7.9	Login/Log out in Queue System.....	133
Figure 7.10	Satisfaction Box Installation (SATbox).....	134
Figure 7.11	Preparation before shop open.....	135
Figure 7.12	Process Back-End after shop close.....	135
Figure 7.13	Concept Development.....	139
Figure 7.14	Value Diagram.....	140
Figure 7.15	Idea portfolio.....	141
Figure 7.16	Service Measurement Process.....	141
Figure 7.17	Adjusted SQM-ME model .....	142
Figure 7.18	Shop Top View.....	143
Figure 7.19	Service Counter.....	144
Figure 7.20	Log-in Pages.....	146
Figure 7.21	Dash Board.....	147
Figure 7.22	Selecting Service Plan.....	148
Figure 7.23	Recharge your balance.....	149
Figure 7.24	Account Information.....	149
Figure 7.25:	Personal Information.....	150
Figure 7.26	User Preference.....	150
Figure 7.27	Administration Page.....	151
Figure 7.28	System Architecture.....	151
Figure 7.29	Install SQM-ME system into the mobile service shop.....	153
Figure 7.30	Report Criteria Setting Screen.....	161
Figure 7.31	Service Quality Management Dashboards.....	162
Figure 7.32	Staff Occupancy Level.....	162
Figure 7.33	Customer Traffic.....	163
Figure 7.34	Service Delivery Period.....	163
Figure 7.35	Reporting system on mobile phone.....	164
Figure 7.36	SMS Alert Process.....	165

Figure 7.37	The connection of SQM alert system to SMS service provider.....	166
Figure 7.37	The feature of queuing screen .....	167
Figure 7.38	The feature of SMS Pilot Model.....	167
Figure 7.39	Process Swim lanes for Pilot Model.....	168
Figure 7.40	Picture of Pilot Test.....	168
Figure 7.41	Corporate Model.....	169
Figure 7.42	Online survey design.....	169
Figure 7.43	Online Survey Devices.....	170
Figure 7.44	SQM-ME System Summary.....	171



**LIST OF ABBREVIATIONS**

SQ	Service Quality
SQM	Service Quality Measurement
TRUE	True Corporation Public Company Limited
AIS	Advance Info Service Public Company Limited
BMA	Bangkok Metropolitan Area
UPC	Up Country
BSC	Balanced Scorecard
KSFs	Key Success Factors
SMS	Short Message Service
SaaS	Software as a service
SQM-ME	Service Quality Measurement for Mobile Service Encounter
TA	Telecom Asia
CFA	Confirmatory Factor Analysis
QM	Quality Management
GDP	The gross domestic product
IC	Inter-Connection Charge
MMS	Multimedia Message Service
SAT Box	Satisfaction Box
EFA	Exploratory Factor Analysis
SEM	Structural Equation Modeling
PaaS	Platform as a service
IaaS	Infrastructure as a service