

# The Investigation of Industrial Park Service Quality Using PZB Gap Theory

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## ABSTRACT

This research is conducted to analyze quality of service updates in industrial park administrations and service centers from the perspective of the same and by applying the PZB service quality gap theory. Further, the questionnaires provide assistance to sort out survey results for a full understanding of the gap between the service centers and operators in the industrial parks and physical service quality. Eventually, the Importance-Performance Analysis method is applied for comparison to locate areas needing improvement. The research in question shows that the gap construction difference between quality of service in the industrial park administrations and that of the service centers is in the field of empathy, Industrial park administrations service quality, There were total eight overall improvement items with 5 of them were on the empathy section. Service centers service quality, There were total of five overall improvement items with 4 of them were on the empathy section. Based on the results of current quality condition for industrial park administrations and service centers, there were four suggestions included, strengthen the customer relationship by listening to the voices of the customers through walking around service; implement the training program for the awareness on the employees service and concept of customer orientation; knowledge sharing to increase the personnel communication channels and sharing of knowledge and resources; and promoted feedback mechanism to improve and upgrade the current quality service. Hope this will accomplish the ultimate goal in administrative service with concept of customer orientation. Keywords: Industrial park, customer-oriented, PZB service quality gap theory, Importance-Performance Analysis

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