

THE EFFECTS OF MARKET ORIENTATION ON SERVICE QUALITY AND NEW SERVICE SUCCESS

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ABSTRACT

This research shows how linking the market-oriented firms in service sector can lead to service quality and performance benefits of new service. Data are collected from 276 marketing managers of hotel firms in Thailand. Results show a strong positive relationship between market orientation and service quality. Service quality is also show a strong positive effect on the new service success. The findings shows that service firms that are more likely to focus on both market orientation and service quality, in turn, higher new service success. Managerial implications and limitations are discussed.

Keywords: *Market Orientation, Service Quality; New Service Success, Service Firms*