

**THE ROLES OF CUSTOMER ORIENTATION AND EMPLOYEE ORIENTATION CONTRIBUTE TO
SERVICE QUALITY AND NEW SERVICE SUCCESS**

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ABSTRACT

Service success relies on the ability of firms to keep their promises and succeed in building customer relationship. To deliver service excellence, therefore, firms need to focus on both their customers and employees sides to enhance their service quality which result in increasing their performance. The aim of this study is to explore how linking the customer orientation and employee orientation can lead to service quality and new service success in Thai hotel businesses. The findings point to critical factors that service firms must address to improve their performance for new service and contribute to service marketing triangle and circle of service success conceptualization as well.

Keywords: *Customer Orientation, Employee Orientation, Service Quality; New Service Success*