THE SATISFACTION OF SERVICE QUALITY OF CAMPUS ORGANIZATIONS

Nattachai Aeknarajindawut & Dr. Nattaporn Aeknarajindawut

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *Nattachai.ae @ssru.ac.th, **nattapron.ae@ssru.ac.th

ABSTRACT

The organizations in campus now have to provide services to many students, faculty members, staff and stakeholders. The service needs to be provided with a high standard of service quality. Service quality is one of the most valuable factors for the growth and profit of modern universities. Therefore, the best way to measure the level of satisfaction in the service quality, it is to use an acceptable SERVQUAL model which have five dimensions: reliability assurance, tangible, empathy, and responsiveness. The objectives of this research study were to survey the level of satisfaction of students who use services at Suan Sunandha Rajabhat University based on five important dimensions as well as to offer some suggestions for service improvement in campus. This research used a mix research method of both quantitative and qualitative research technique in order to obtain the results for the research questions and research objectives. A total of 100 students who came for services at the second quarter of the year 2018 was interviewed with questionnaire and data collection was conducted. About ten students who often came for the service was chosen to participate an in-depth interview to provide more information of how to improve service to meet with their expectation. Statistical analysis was performed by utilizing SPSS and Excel program. Percentage, mean, and standard deviation were used for statistical data analysis and findings. The findings of this study of the level of satisfaction revealed that the majority of students reported that they had a very high level of satisfaction on all dimensions which were reliability assurance, tangible, empathy, and responsiveness with the 30, 23, 20,16, and 11 percent respectively.
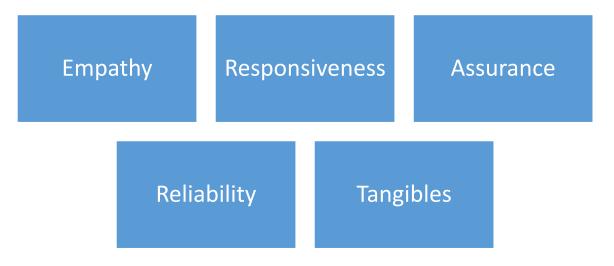
Keyword: Students, Service Quality, SERVQUAL, Satisfaction

Introduction

The overall of level of satisfaction have two important effects to the firms. The first important effect is the increasing of complaints from the customers. This means that the level of satisfaction from customers is very low, or dissatisfaction, which invites many negative responses, such higher complaint rate, lower sales volumes, poor image, and low profits. The second important effect is the increasing of customer loyalty. This means that the level of satisfaction from customers is very high, or very satisfaction, which invites many positive response such as higher sales volumes, positive words of mouth, better image of the company and its products, and finally higher bottom lines or higher profits. Service quality has become a major area of attention during the past few decades for many service providers, academics, policy makers, and practitioners because of its high impacts on business performance of the organization. Many research findings revealed that the majority of customers prefer high value company that can provide high standard of service quality. In fact, many customers evaluate the service quality by comparing their expectation and perception with the real service experiences their received recently. Therefore, in service industry, in order to increase profit and market shares, the company need to pay attention to service quality. In fact, service quality has become a key strategic factor for business companies to differentiate their products and services from other competitors by using service quality as a process that customers use for evaluation. The organizations in campus now have to provide many kinds of services to many levels of students, faculty members, staff and stakeholders. Campus service needs to be provided with a high standard of service quality. Certainly, service quality is one of the most

valuable factors for the growth and profit of modern universities. Therefore, the best way to measure the level of satisfaction in the service quality, it is to utilize an acceptable SERVQUAL model which have five important dimensions: reliability assurance, tangible, empathy, and responsiveness.

Fig 1. Five Important Dimensions of Service

Empathy	Responsiveness	Assurance

Reliability	Tangibles

Research Methodology

In order to find the answers for this study, the objectives of this research study were set as to surveying the level of satisfaction of students who use services at Suan Sunandha Rajabhat University based on five important dimensions as well as to offer some suggestions for service improvement in campus. In fact, this research used a mix research method of both quantitative and qualitative research technique in order to obtain the results for the research questions and research objectives. A total of 100 Suan Sunandha Rajabhat University students who came for campus services at the second quarter of the year 2018 was randomly selected and interviewed with questionnaire. However, the data collection was conducted with the help of statistical programs. About ten students who often came for the service was also randomly chosen to participate an in-depth interview to gain more information of how to improve service to meet with their expectation. Statistical analysis was performed by utilizing SPSS and Excel program. Percentage, mean, and standard deviation were used for statistical data analysis and findings.

Finding

TABLE 1. FIVE DIMENSIONS OF SERVICE

	Percentage	Rank
Five Dimensions		
1. Reliability	30	1
2. Assurance	23	2
3. Tangible	20	3
4. Empathy	16	4
5. Responsiveness	11	5

From table 1 the level of satisfaction of five dimensions of services, it found that five dimensions of service can be ranked based on the percentage of importance. "Reliability" ranked as number one of level of satisfaction with 30 percent. "Assurance" ranked as number two of level of satisfaction with 23 percent. "Tangible" ranked as number three of level of satisfaction with 20 percent. "Empathy" ranked as number four of level of satisfaction with 16 percent. Finally, "Responsiveness" ranked as number five of level of satisfaction with 11 percent.

The enhancement of service quality is without doubt one of the most vital consumer trend of the new era. As consumers demand higher and better standard quality, the higher and more intensified competition it will be in almost every service industry and every sector. Service quality has been recognized as a vital strategic tool for attaining effectiveness, efficiency, and business performance. High quality service can often assure the retaining of existing customers as well as attracting new customers.

Acknowledgement

References

Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviours in Service Settings. Unpublished Doctoral Dissertation, University of Washington.

Buarapan Jariyaporn & Thitinaruemit Aphirak (2019). Factors of Improvement for Computer Labs Staff: General Team Working. The ICBTS 2019 London.

Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", Journal of Marketing Research, 2(8), 244-249.

Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", Journal of Abnormal and Social Psychology, 66(2), pp.151

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. International Journal of Hospitality Management. 20: pp. 277-297.

Hatthayarak Aimsrikul & Aphirak Thitinaruemit (2019). Satisfaction of Faculty Members for Computer labs Trainings. The ICBTS 2019 London.

Kaewumphai Peerapol & Thitinaruemit Aphirak (2019). The Modern Roles of Computer Labs. The ICBTS 2019 London.

Khongkhao Thanunpon & Wongsongja Nich (2019) Factor Using of Electronic Document Office System (e-office) for Efficient Using of Personnel at Faculty of Science and Technology Suan Sunandha Rajabhat University. The ICBTS 2019 Amsterdam.

Natee Tanachart & Thitinaruemit Aphirak (2019). Training Improvements: A Trainers' Perspectives. The ICBTS 2019 London.

Soponvasu Suriyapa; Tovicha Adisai & Aeka Anantachai (2019) Factors Affecting Public Relations via Website of the faculty of Sciences and Technology, Suan Sunandha Rajabhat University. The ICBTS 2019 Amsterdam.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison BetweenLow-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: ACase Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty program Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No. 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", Journal of the Academy of Marketing Science, Vol.21 No.1, p.4.