

THE SERVICE QUALITY OF BAKERY AND CAKES IN CAMPUS OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

The service quality is vital to the success of modern world business. The bakery and cakes in campus of Suan Sunandha Rajabhat University also focus on the improvement of service quality to their customers, mostly were students, staff, and faculty members. The service quality improvement was based on the SERQUAL model which included five service quality dimensions: assurance, responsiveness, tangible, reliability, and empathy. The purposes of this study were to identify what service quality dimension were significant and most important from the perspective of who were regular customers and why? In order to search for the answers for this research, a mixed method of both quantitative and a qualitative research techniques were utilized. A total of 200 samples was interviewed by using survey questionnaire and 15 informants was selected from a variety of departments and organizations. The findings revealed that the majority of customers were satisfied with the overall service quality of bakery and cakes in campus with a mean of 4.48 and standard deviation of 0.897. In addition, all five service quality dimensions were important and necessary for success of bakery and cakes in campus. However, the “Responsiveness” was selected as the first and foremost service quality dimensions. In fact, not only the service quality was the key of success, the taste and reputation also important factors to draw both old and new customers to patronage bakery and cakes in campus.

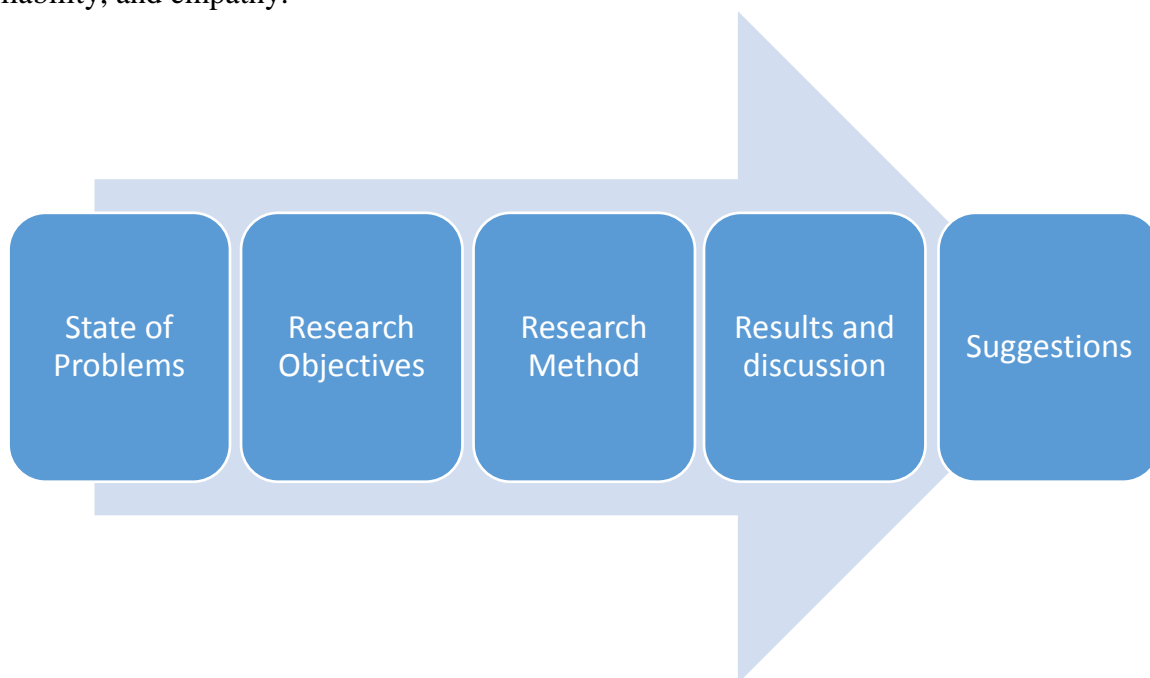
Keywords: Service Quality, Assurance, Tangible, Bakery and Cakes

INTRODUCTION

In a highly competitive bakery and cakes industry in Thailand, customers can be attracted with dedicated high quality of bakery and cakes with good service quality. The bakery and cakes in the campus of Suan Sunandha Rajabhat University focus on the campus customers which are students, staff, and faculty members. Service quality is believed to be a key factor to satisfy customers and have the direct effect to boost up the sales due to the highly satisfied customers tend to be loyal customers. In other words, satisfied customers are often coming back and suggest new customers. Understanding factors that affect customers' satisfaction and loyalty requires to identify indicator of service quality. Each and every customer often has their own expectation about the good taste of bakery and cakes as well as the service quality. Since the good taste of the bakery and cakes in campus has been proved that they are delicious products, the focus of this study is about the service quality of bakery and cakes in campus. There are three peak times for the majority of customers to visit bakery and cakes in campus: in the morning before 8:30 am, during the lunch time from 12:00 - 13:00 pm, and the evening after 4:00 to 6:00 pm. The peak time is a short period of time that there is a long line of customers and often require better service quality. Therefore, the service quality can often be defined as a combination of speed of services, accuracy of orders, and atmosphere of the buying and selling. The speed of services means the majority of

customers want to pick their orders as soon as possible. The accuracy of services means the majority of customers want to make sure they get the pickup correctly. Finally, the atmosphere of the buying and selling should be fun, energetic, and positive. Hence, service quality often defines as the results of comparison between customer's expectation about the services and their perception of the actual services. If the gap between expectation about the services and their perception of the actual services is small, the level of satisfaction should be high. However, if the gap between expectation about the services and their perception of the actual services is large, the level of satisfaction should be low. However, the service providers should aim high to provide high standard of service quality to ensure the high level of satisfaction. In general, level of customer's satisfaction may be under many influences factors both internal and external factors. When discussing about important factors that can lead to both satisfaction and dissatisfaction, they are factors that may have either positive impacts or negative impacts to the perception of customers. It is important for service providers to do the survey and focus on factors that can cause high level of satisfaction and avoid factors that can cause high level of dissatisfaction.

To measure level satisfaction, there are five response categories from each customer who may describe the influence of important service quality factors. The five responses of each customer range from very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, and very dissatisfied. The points can be assigned as 5, 4, 3, 2, and 1. Since the purpose of this study is to survey customers of bakery and cakes in campus of Suan Sunandha Rajabhat University about the importance of each factor that influence the perception of satisfaction and dissatisfaction, it is very necessary to focus on speed, accuracy, and atmosphere as well as by using the service quality improvement was based on the SERQUAL model which included five service quality dimensions: assurance, responsiveness, tangible, reliability, and empathy.



METHODOLOGY

The service quality is vital to the success any business including bakery and cakes in campus. The bakery and cakes in campus of Suan Sunandha Rajabhat University aimed for the improvement of service quality to ensure the high level of satisfaction from their main customers, whom were students, staff, and faculty members in campus. The service quality

improvement was based on speed, accuracy, and atmosphere as well as the SERQUAL model which included five service quality dimensions which are assurance, responsiveness, tangible, reliability, and empathy. The objectives of this study were to identify what factor, or service quality dimension were significant and most important from the perspective of who were regular customers and why? In order to obtain the results for this research, a mixed method of both quantitative and a qualitative research techniques were effectively employed. A total of 200 samples was interviewed by using five Likert scale survey questionnaire. In addition, about 15 informants was selected from a variety of departments and organizations to participate in focus group with the use of an in-depth interview.

FINDINGS

By using the method of in-depth interview, the findings of this study can be reported that the majority of the respondents concurred that speed factor was the most important factors to enhance the level of customers' satisfaction. The factor of accuracy and atmosphere are important but less important than speed factors. The reason for this findings due to the majority of customers often come to buy on peak time and want the buying transaction to be done as soon as possible.

By using the method of quantitative, the findings revealed that the majority of customers were satisfied with the overall service quality of bakery and cakes in campus with a mean of 4.48 and standard deviation of 0.897. The group of students had a highest level of satisfaction with a mean of 4.68 and standard deviation of 0.745. The group of staff had a high level of satisfaction with a mean of 4.47 with standard deviation of 0.891. The last group was faculty members had a high level of satisfaction with a mean of 4.30 and standard deviation of 0.811. In addition, all five service quality dimensions were important and necessary for success of bakery and cakes in campus. However, the "Responsiveness" was selected as the first and foremost service quality dimensions. In fact, not only the service quality was the key of success, the taste and reputation also important factors to draw both old and new customers to patronage bakery and cakes in campus

SUGGESTIONS

From the focus group, there were some valuable suggestions from this study. First, it is important to maintain high speed of services during the peak time by preparing the bakery and cakes for regular customers who often buy the same orders. Second, it is important to have some extra gift for regular customers who often purchase in a large quantity. Third, it is important to build rapport, treat customers with respect, focus on what can be done, and be positive and create fun and robust atmosphere of buying and selling.

ACKNOWLEDGEMENT

I wish to thanks Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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