

# IMPROVEMENT OF SERVICE QUALITY FOR INTERNATIONAL CUSTOMERS IN CAMPUS: A CASE STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

**Miss. Aninthita Petsang & Miss. Narumon Chomchom**  
*Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-mail: aninthita.pe@ssru.ac.th, narumon.ch@ssru.ac.th*

## ABSTRACT

In the modern globalization, changing is a constant phenomenon. Service quality of the campus need to be changed and improved. There are more and more international customers coming to use services from the campus of Suan Sunandha Rajabhat University. It is time to upgrade the service quality to achieve the international standard to meet the customers' expectation. The objectives of this study were to survey and identify the level of satisfaction of service quality as well as to suggest a better way to make a big improvement. In order to obtain the answers for this research, a mixed method of both quantitative and a qualitative research techniques were employed. A total of 200 samples was interviewed by using English survey questionnaire and 20 informants was selected from a pool of regular international customers. These sample group must be international customers who used the campus services regularly. The findings from the sample group revealed that on the average, they were very satisfied with the service quality with the mean of 4.59 and standard deviation of 0.9112. The top three item of services that they were satisfied included food & beverage, information inquiry, and front desk services. However, the top three items of services that needed to be improved included the hi-speed WIFI, location and availability of restroom, and assistance with transportation.

**Keywords:** Service Quality, Improvement, Campus Services

## INTRODUCTION

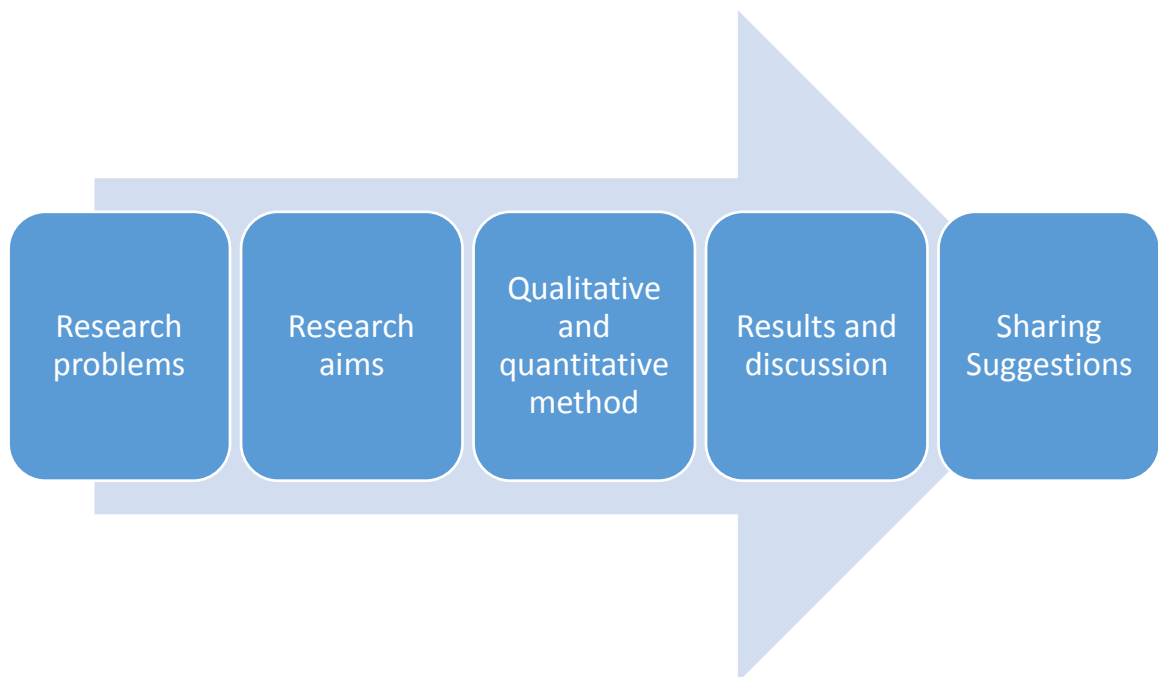
The concept and idea of service quality are usually defined on the basic of level of satisfaction theory. According to this theory, customers are the actual person who evaluate the service quality and rated the level of satisfaction. The basic premised of rating based on the different between customers' expectation of a particular service and the service actually received. Basically, whenever the level of satisfaction from service actually received is higher than customers' expectation, service quality meets or exceed the expectation which is a good sign. On the other hand, whenever the level of satisfaction from service actually received is lower than customers' expectation of a particular service and the service quality is below the expectation which is a bad sign and need to have an improvement. However, the case of international customers in the campus of Suan Sunndha Rajabhat University is the improvement of service quality that may not come from the low level of customers' satisfaction. But to avoid the situation of complacency, it is imperative for the campus hotel to constantly make an improvement plan annually.

In fact, when examining service quality, it is necessary to use the SERVQUAL model by Parasuraman (1985) which suggested five dimensions of services, namely, Tangibility, Reliability, Responsiveness, Assurance, and Empathy. From many studies, it often reported that reliability of service is the most important dimension whereas the empathy of service is the least important dimension ((Parasuraman, et. al, 1988). However, different forms of

services, or different types of customers profile, and different level of focus in services may have resulted different importance in the service dimension. In other words, the concept of service quality is multidimensional and it is possible that importance of particular service dimension varies across different service types and customer groups.

## METHODOLOGY

There are five important steps of conducting this study: define current research problems, set up research objectives or aims, using a mixed of qualitative and quantitative method, obtain results and discussion, and finally sharing suggestions. In order to obtain the findings and answers to this research objectives, a mixed of qualitative and quantitative research study was chosen for the purposes. The aims of this study were to conduct a survey and to identify the level of satisfaction of service quality as well as to summed up suggestions for a better way to make a big improvement. In order to obtain the answers for this research, a mixed method of both quantitative and a qualitative research techniques were effectively employed. About a total of 200 samples was interviewed by using English survey questionnaire and as much as 20 informants was selected from a pool of regular international customers. These sample group must be international customers who used the campus services regularly and willing to take times for an in-depth interview.



## FINDINGS

By analyzing the data collection from the method of in-depth interview and surveying interview, the findings of this study can be reported that overall international customers increasingly use the campus services for conferences, visiting, and research presentation. Therefore, their level of satisfactions are directly and indirectly affected the success of service quality of campus business as well as affected the improvement of key success of campus business which, in turn, affected the productivity, performance, and profitability in the long run. The findings from the quantitative research by using about 200 sample group revealed that on the average, they were very satisfied with the service quality with the mean of 4.59 and standard deviation of 0.9112. The top three item of services that they were

satisfied included food & beverage, information inquiry, and front desk services. However, the top three items of services that needed to be improved included the hi-speed WIFI, location and availability of restroom, and assistance with transportation.

From the focus group discussion of international customers in campus, it can be reported from their insight experiences of the focus group that there are some features of services that affected their level of satisfaction.

1. Variety of Thai foods and beverage
2. Friendly information center
3. Helpful front desk services
4. Appropriate greeting everyday
5. Communicate with positive and helpful tones
6. Smiles and positive welcoming
7. Giving advising for safety
8. Beautiful surrounding and environment
9. Staff wearing Thai palace Thai uniform
10. Attention to individual service

### **SUGGESTIONS**

The suggestions from this study to improve service quality of the campus business included be calm and realize that service quality must be offered with positive attention, build good relationship with customers who may be short stay or long stay, treat a customer with respect at all times, focus on high standard of service quality, and be positive and create positive environment to welcome international customers at home.

### **ACKNOWLEDGEMENT**

I wish to express my sincere thanks to 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.

### **REFERENCES**

- [1] Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.
- [2] 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.
- [3] Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.
- [4] Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.

- [5] Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- [6] Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- [7] Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.
- [8] Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (187) 2017.
- [9] Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.
- [10] 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.
- [11] 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.
- [12] 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.