

SERVICE QUALITY ENHANCEMENT FOR INFORMATION SERVICES: A CASE OF COMPUTER LAB, SUAN SUNANDHA RAJABHAT UNIVERSITY.

Miss Waraporn Naraprasertwong & Asst. Prof. Dr. Sirilak Ketchaya
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: waraporn.na@ssru.ac.th, sirilak.ke@ssru.ac.th

ABSTRACT

Service quality enhancement has become a major area of attention in higher education organizations during the past few decades for information technology office. Service quality has a huge impacts on organization performance, customer satisfaction, and positive image of the organization. Service quality is a vital measurement of the extent to which service provided meets the customers' expectation. In order to answer the core of the research problem, service quality enhancement for information services, the information, opinions, and feedbacks from the main users play an important role. The purposes of this study were to investigate the main users of information services counter about their feedback and to sum up their suggestions to improve the services. By employing a qualitative research technique, a total of 15 main users who were in computer labs from various departments of university at the summer of the year 2018 was subjected to an in-depth interviewed. An in-depth interview was designed and conducted to gain more in-sight information from these 15 respondents: students, staff, and faculty. The findings from the respondents revealed that they were satisfied with service quality offered information services counter. Overall, the service quality had met their expectation. However, there were some suggestions from their feedback and straight opinions that can help to improve the service quality. There are five suggestions from this study. First is to improve the positive attitude and behavior of employees. Second is to increase the speed of providing information. Third is to the broad accessibility of services. Fourth is to improve technical quality of services. Finally, fifth is to understand customers' expectation and create strategy to fulfill it.

Keyword: Service Quality, Expectation, Image

INTRODUCTION

For over the few decades, the services sector is becoming the dominant sector in many economies with the fact that service sector encompasses a diverse and complex many spin off industries. In many recent literature the word "service quality" often goes hand in hand with "level of satisfaction". In fact, the level of satisfaction from customers is one of the most important service quality measurement. The information helps to enhance the service quality to match with the customers' expectation. Many organizations and universities begin to believe that service quality have a positive relationship with level of customers' satisfaction and then positive relationship to both market share and long run profitability. Therefore, the high standard of quality is the key success in the long run for higher education organizations.

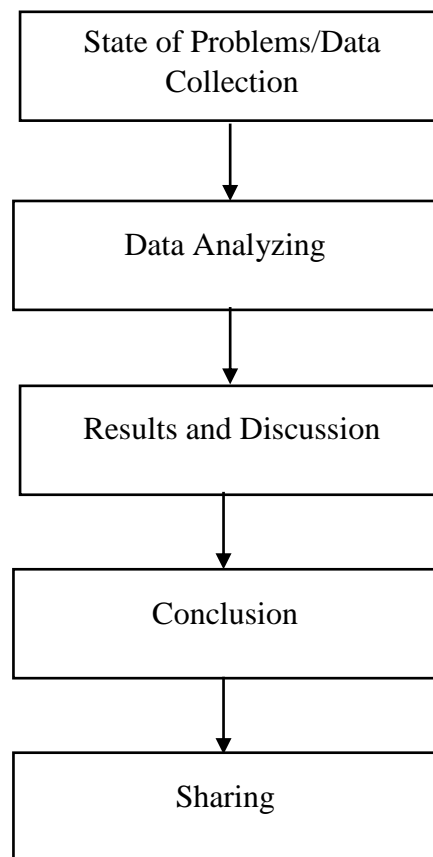
Service quality is increasingly important for modern business sector as well as education sector. A service quality model is a framework for defining ten requirements for offering high service quality: reliability, responsiveness, tangibility, customization,

credibility, competence, assess, courtesy, security, and communication. These requirement are important collection of fundamental competencies that designed for successful service quality performance. Moreover, the important assessment of service quality often help creating the basis training program and topics, learning contents. In the model, there are essential determinants qualities for successful training program: the vast and deep knowledge of a particular service quality of business and industry. Certainly with a fast move of modern business, it is both necessary and important for every office and every department of Suan Sunandha Rajabhat University to deploy and utilize service quality effectively to boost up the level of satisfaction and higher market share. Therefore, the researcher is interested in studying the topic of service quality to provide more findings and discussion information about this area for further study.

METHODOLOGY

One of the major goals of Suan Sunandha Rajabhat Univeristy is to design and develop better service quality for all students, staff, and faculty members. In order to have many high service quality, it is important to overhaul the system in the campus. The ainms of this study were to conduct an examination of the main users of information services counter about their feedback and to sum up their suggestions to improve the services. By focusing on a qualitative research technique, about 15 main users who were in computer labs from various departments of university at early summer of the year 2018 was subjected to an in-depth interviewed. This study was designed and conducted to gain more in-sight information from these 15 respondents: students, staff, and faculty.

Fig. 1 the Process of Research



The findings of this research study revealed that, in order to reduce sample effects of the sample group, male and female trainers have been collected in the same proportion, or 50:50 respectively. From table 1, it shows that in ten requirement areas that meet modern concept of best service quality.

Table 1. Ten requirements for better service quality

Requirements	Percentage (%)
1. Reliability	95
2. Responsiveness	90
3. Customization	85
4. Speed	85
5. Business specific knowledge	80
6. Innovative services	80
7. Individual attention	75
8. Communication	65
9. Understanding customer's need	65
10. Access	60

Service quality is becoming so much important in the past few decades for information technology office of Suan Sunandha Rajabhat University. From the survey, there were huge impacts of service quality on organization performance, customer satisfaction, and positive image of the organization. Moreover, ability to serve students, staff, faculty members and stakeholders is a vital measurement of the extent to which service provided meets the customers' expectation each year. In order to obtain the findings to the core of the research problem, many findings, information and comments about service quality enhancement are significant to future improvement. The findings from the respondents in the focus group revealed that they were satisfied with service quality offered information services counter. The service quality have met most of their expectation. However, the requirement for the success of high service quality may vary from person to person but the insight information from focus group can be grouped into table 1. Overall, the service quality had met their expectation and there are some rooms for improvement. Therefore, there were some suggestions from their feedback and straight opinions that can help to improve the service quality.

SUGGESTIONS

From this study, there are five suggestions from this study. First, there is important and necessary to improve the positive attitude and behavior of employees. Positive attitude of working and positive environment will help to sustain the service quality from employees in both short run and in the long run. Second, it is important and necessary to increase the speed of providing information. Modern customers will often consider speed as one of the most important characteristics of high standard of service quality. Third, there is a real need to offer the broad accessibility of services. The more accessibility of services, the higher level of customers' satisfaction since they often prefer more option to choose. Fourth, there is an urgent need to improve technical quality of services in the campus such as new and fast process of online services. Finally, fifth, there is a real need to understand customers' expectation and create strategy to empower staff and manager to be able to make the decision on hands and to fulfill the need of customers on real time basis.

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