

Quality of service of the Dean's Office, Faculty of Allied Health Sciences, Suan Sunandha Rajabhat University

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Abstract

This research, a study on the service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University, aimed to: 1) assess the level of service quality of the Dean's Office; 2) study the characteristics of the service recipients; and 3) compare the service quality levels based on personnel type, experience, and perception of information.

The population comprised 60 personnel from the College of Allied Health Sciences, Suan Sunandha Rajabhat University. The sample group consisted of 53 individuals, which was obtained through proportional stratified random sampling. The data collection instrument was a questionnaire. Statistical analyses included frequency, percentage, mean, standard deviation, Independent Samples t-test, and One-Way ANOVA.

The research findings indicated that the overall service quality of the Dean's Office, College of Allied Health Sciences, was at a **good level** (Mean = 4.25). When considering individual dimensions, the highest-rated aspect was **Assurance** (Mean = 4.44), followed by **Empathy** (Mean = 4.31). The lowest-rated aspect was **Reliability** (Mean = 4.09). Hypothesis testing revealed a **statistically significant difference** ($p < .05$) in the opinions on service quality between academic staff and support staff. The results of this research can be utilized as baseline data for planning and developing service processes to enhance future efficiency.

Keywords: Service Quality, SERVQUAL Model, Reliability, Assurance

1. Introduction

The establishment of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, was formally approved by the University Council on **May 11, 2012 (B. E. 2555)**. Its primary objective is to offer instruction in health sciences and medical sciences. Suan Sunandha Rajabhat University demonstrated its readiness, experience, and success in managing programs such as Applied Thai Traditional Medicine, Health Science (Child Care and Elderly Care), and Health Science and Beauty. Furthermore, the strategic plan includes preparations for future programs in related fields, such as Medicine (Chinese Medicine track), Sports Science and Health, Physical Therapy, and Public Health, among others.

This initiative also aligns with national policies and the university's strategic goals and missions to elevate the quality and standards of communities and local regions across the country. Beyond graduate production, the university is committed to concurrent research and development in various health-related fields, while emphasizing the development of arts, culture, and local wisdom towards international standards.

Therefore, enhancing the service quality of the Dean's Office is critical, as it constitutes the core mission of service provision, particularly in personnel administration and coordinating various forms of cooperation for both internal and external stakeholders. Service is the heart of the office's operation. While perfect service satisfaction cannot always be guaranteed, it is essential to communicate clearly the reasons behind any inability to meet certain demands, which may stem from various factors. Consequently, service provision is paramount for creating a positive impression, especially since the Dean's Office serves a wide range of individuals, including the general public, staff, and both internal and external personnel. Ensuring a positive initial impression is vital for establishing a memorable and lasting organizational image (Sutriani et al., 2024).

In the context of highly competitive higher education institutions, effective management is essential for driving the organization toward excellence. The Dean's Office of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, plays a central and critical role in supporting the college's core missions: teaching and learning, research, and academic services. Providing services that are prompt, accurate, and satisfying to service recipients, who include both academic and support staff, directly impacts morale, the working atmosphere, and the college's overall operational efficiency (Al-Refaei et al., 2024).

Historically, the evaluation of service quality may not have been conducted systematically, leading to service development and improvement being primarily reactive or case-by-case, thus lacking empirical data for strategic planning. Therefore, the researcher, who serves as the Acting Head of the Dean's Office and is responsible for office administration and personnel service, is interested in systematically assessing the service quality of the Dean's Office. This assessment will utilize an internationally recognized conceptual framework to obtain reliable data regarding strengths to be promoted and weaknesses requiring urgent development. The results of this research will be highly beneficial to the administration in establishing policies and guidelines to enhance service quality, meet the expectations of all service recipient groups, and sustainably support the college in achieving its objectives (Tessema et al., 2025).

The researcher aims to use these findings as a foundation for establishing best practices for all personnel working in the Dean's Office.

2. Objective

1. To study the level of opinion regarding the service quality of the Dean's Office, College of Allied Health Sciences.
2. To analyze the personal characteristics data of the service recipients, including personnel type, service experience, and perception of information.
3. To compare the level of opinion regarding the service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University, classified by personnel type, service experience, and perception of information.

3. Methodology

This research study, titled "Quality of service of the Dean's Office, Faculty of Allied Health Sciences, Suan Sunandha Rajabhat University." was conducted with three objectives:

1. To assess the level of service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University.
2. To study the characteristics of the service recipients.
3. To compare the service quality levels based on personnel type, experience, and perception of information. (Junnuan and Kleebbuabarn, 2025)

The design of this research was **Quantitative Research** in the form of a **Survey Research**. The aim of the study was to examine the level of service quality and compare the opinions of personnel regarding the services provided by the Dean's Office.

3.1 Research Design and Sample

3.1.1 Researcher: (Not specified in detail in the source text, only the section title is present.)

3.1.2 Population and Sample:

- The population used in this research consisted of a total of **60 personnel** from the College of Allied Health Sciences.
- This population was categorized into **39 academic staff** and **21 support staff**.
- The sample size was calculated using **Taro Yamane's formula** at a 95% confidence level, resulting in a sample size of **53 personnel**.
- The sampling technique used was **Proportional Stratified Random Sampling**.
- The resulting sample comprised **34 academic staff** and **19 support staff**.

3.2 Study Procedures

3.2.1 Data Collection Instrument

- The main instrument used for data collection was a **Questionnaire**.
- The questionnaire was divided into 3 parts:
 - Part 1:** Demographic data of the respondents (**Checklist**).
 - Part 2:** Level of opinion regarding service quality (**5-level rating scale**).
 - Part 3:** Additional suggestions (**Open-ended questions**).

3.2.2 Data Analysis

Data was analyzed using a statistical software package as follows:

Descriptive Statistics: Frequency, percentage, mean, and standard deviation were used to analyze personal characteristics data and service quality levels.

Inferential Statistics: Independent Samples t-test and One-Way ANOVA were used to test hypotheses and compare differences. The statistical significance level was set at **.05**.

3.3 Location

The Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkhram Campus.

3.4 Duration of Study

October 2567 (2024) – July 2568 (2025).

3.5 Data Analysis

This involved **qualitative data analysis**, which was derived from the study of factors supporting the service quality development of the Dean's Office, College of Allied Health

Sciences. The method used was **content analysis** through synthesis, analyzing relationships, and categorization for the purpose of concluding the results.

4. Results

The study on "Factors Supporting Service Quality Development of the Dean's Office, College of Allied Health Sciences" had three objectives:

1. To assess the level of service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University.
2. To study the characteristics of the service recipients.
3. To compare the service quality levels based on personnel type, experience, and perception of information. (Chintaladdha al., 2025)

4.1 Results of Demographic Data Analysis of Respondents

The majority of the respondents were Academic Staff (64.2%), and a minority were Support Staff (35.8%). This distribution is consistent with the determined proportions of the sample group.

Table 4.1: Number and Percentage of Respondents Classified by Personnel Type

Personnel Type	Number (n)	Percentage (%)
Academic Staff	34	64.2
Support Staff	19	35.8
Total	53	100.0

4.2 Results of Service Quality Level Analysis of the Dean's Office

The overall service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University (Dumrongsuntithum and Wongleedee, 2023), was at a **good level** ($\mu = 4.25$, $\sigma = 0.55$).

When considering individual dimensions, the aspect with the highest mean score was **Assurance** ($\mu = 4.44$), which was rated at a **very good level**. The aspect with the lowest mean score was **Reliability** ($\mu = 4.09$), which was rated at a **good level**.

The details are presented in the following table:

Table 4.2: Mean and Standard Deviation of Service Quality Levels of the Dean's Office, College of Allied Health Sciences

Dimension Assessed	Mean (μ)	Standard Deviation (S.D.)	Quality Level
1. Tangibles	4.26	0.61	Good
2. Reliability	4.09	0.72	Good
3. Responsiveness	4.16	0.68	Good
4. Assurance	4.44	0.59	Very Good
5. Empathy	4.31	0.63	Good

Dimension Assessed	Mean (μ)	Standard Deviation (S.D.)	Quality Level
Overall	4.25	0.55	Good

4.3 Results of Hypothesis Testing

This section presents the results of the inferential data analysis conducted to test the research hypotheses, with the statistical significance level (α) set at **.05**.

Hypothesis No.	Variable	Test Statistic Used	p-value (Sig.)	Result of Test
1	Personnel Type	t-test	.024*	Hypothesis Accepted
2	Service Experience	F-test (ANOVA)	.315	Hypothesis Rejected
3	Information Perception	F-test (ANOVA)	.458	Hypothesis Rejected

(\$\$ Denotes statistical significance at the **.05 level**)*

Hypothesis 1:

Academic staff and support staff differ in their opinions regarding the service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University.

- To test this hypothesis, the researcher used the **Independent Samples t-test** to compare the mean opinions on service quality between the two groups.
- Finding:** Academic staff had a higher mean opinion ($\mu=4.37$) than support staff ($\mu=4.04$).
- The difference was found to be **statistically significant at the .05 level**.
- Conclusion:** Hypothesis 1 is **accepted**, meaning the opinions of the two groups regarding service quality are indeed different.

Hypothesis 2:

Service recipients with different levels of service experience differ in their opinions regarding the service quality of the Dean's Office.

- The researcher used **One-Way ANOVA** to compare the means of groups with varying frequency of service utilization (less than once per month, 1-3 times per month, and more than 3 times per month).
- Finding:** The mean scores of the three groups showed **no statistically significant difference at the .05 level**.
- Conclusion:** Hypothesis 2 is **rejected**, meaning the experience or frequency of receiving service does not affect the level of opinion regarding service quality.

Hypothesis 3:

Service recipients with different perceptions of service information differ in their opinions regarding the service quality of the Dean's Office.

- The researcher used **One-Way ANOVA** to compare the means of groups that perceive information through different main channels (email, website, Line, etc.).
- Finding:** The mean scores of the different groups showed **no statistically significant difference at the .05 level**.
- Conclusion:** Hypothesis 3 is **rejected**, meaning the different channels of information perception do not affect the level of opinion regarding service quality.

Table 4.4: Comparison of Mean Service Quality Opinions Between Academic and Support Staff

Dimension Assessed	Academic Staff (μ) (n=34)	Support Staff (μ) (n=19)	t-value	Sig. (p-value)
1. Tangibles	4.35	4.10	1.458	0.152
2. Reliability	4.28	3.75	2.891	.006*
3. Responsiveness	4.32	3.88	2.563	.014*
4. Assurance	4.51	4.30	1.224	0.227
5. Empathy	4.40	4.15	1.601	0.116
Overall	4.37	4.04	2.315	.024*

* Statistically significant at the .05 level.

Analysis of Findings from Table 4.4

Table 4.4 provides an elaboration of the test results for Hypothesis 1.

- **Overall Difference:** The overall service quality opinion between Academic Staff ($\mu=4.37$) and Support Staff ($\mu=4.04$) showed a **statistically significant difference** ($p=.024$).
- **Differences by Dimension:** When analyzed by individual dimension, two aspects showed statistically significant differences:
 - **Reliability** ($p=.006$).
 - **Responsiveness** ($p=.014$).
- **No Significant Difference:** For the dimensions of Tangibles, Assurance, and Empathy, although Academic Staff assigned higher mean scores, the differences were not statistically significant.
- **Key Insight:** The data clearly indicates that the primary issues causing the difference in perception between the two staff groups lie within the operational dimensions related to **accuracy and punctuality (Reliability)** and **speed and attentiveness (Responsiveness)**.

5. Conclusion and Future work

The study, titled "A Study of Factors Supporting Service Quality Development of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University," had three objectives²:

1. To assess the level of service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University.
2. To study the characteristics of the service recipients.
3. To compare the service quality levels based on personnel type, experience, and perception of information.

5.1 Research Conclusion

- The overall service quality of the Dean's Office, College of Allied Health Sciences, Suan Sunandha Rajabhat University, was at a **good level** ($\mu=4.25$)
- The dimension receiving the highest evaluation score was **Assurance**.
- The dimension receiving the lowest score was **Reliability**.
- Academic staff and support staff held **statistically significantly different opinions** on service quality at the .05 level.

5.2 Discussion

The finding that the overall service quality is at a good level reflects the efforts of the Dean's Office personnel. However, key issues require further discussion:

5.2.1. Assurance (Highest Mean): This high score indicates that the personnel possess knowledge and ability, have good communication skills, and are courteous. This is considered a **critical strength** and a positive organizational image that should be promoted and maintained (Bumrungsoontorn and Panriansaen, 2025).

5.2.2. Reliability (Lowest Mean): This is a key issue that must be addressed, as reliability is the core of service. The significantly lower scores given by support staff compared to academic staff may reflect internal workflow problems, such as data inaccuracies or untimely service delivery, which personnel working closely with the system are more likely to perceive (Phioon al., 2025).

5.2.3. Difference in Opinion: The difference in opinions between the two staff groups aligns with the hypothesis and numerous studies suggesting that the perspectives of recipients with different roles and proximity to the unit affect their perception. Therefore, service development must consider the needs of both staff groups (Bamrungpong and Panriansaen, 2025).

5.3 Recommendations

5.3.1 Policy Recommendations

- The administration should support the development of an **Annual Service Quality Development Plan** using these evaluation results as baseline data.
- Clear **Key Performance Indicators (KPIs)** should be established.
- **Knowledge Management (KM)** should be promoted within the organization to create standard operating procedures and reduce errors (Pawananon and Chaiphongpachara, 2025).

5.3.2 Operational Recommendations

- **To improve Reliability:** The **workflow** should be reviewed to identify bottlenecks or frequent causes of errors, and the implementation of **Standard Operating Procedures (SOPs)** for critical tasks should be considered.
- **To maintain the strength in Assurance:** Activities should be organized to recognize outstanding service personnel to boost morale.

- **From Open-Ended Suggestions:** Issues suggested by personnel, such as improving the online meeting room booking system and expediting information communication via Line Official, should be considered for implementation.

5.3.3 Recommendations for Future Research

- Future studies should include **Qualitative Research**, such as in-depth interviews or focus group discussions, to explore the root causes of the problems.
- Replication studies should be conducted in the future to monitor and evaluate the results of service development

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