

# THE STUDY OF ABILITY AND SKILLS OF WORK IN TERMS OF SERVICE QUALITY THAT AFFECT SUAN SUNANDHA RAJABHAT UNIVERSITY STAFF'S COMPETENCY

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## ABSTRACT

In the modern world of business, the level of customer satisfaction is one of the best indications of organization success. On the same idea, the quality of service is one of the best ways to improve the level of customer satisfaction. The purposes of this study were to examine the ability and skills in terms of service quality that affect staff's as well as to investigate other factors that affect the staff's competency in the campus of Suan Sunandha Rajabhat University. The population of this study includes all faculty and staff members of Suan Sunandha Rajabhat University. About 332 sample groups were utilized in this study. The findings revealed that the difference in demographic did not have any significant effect on the ability and skill of staff. However, the factor of regular training helps to improve both individual knowledge and the service quality performed by the staff.

**Keywords:** Skills of work, Service Quality, Competency

## INTRODUCTION

Working in the higher education office or in university nowadays is not an easy and simple task like it used to be [1]. Every member of staff needs to be competitive and be able to acquire more knowledge and skills in globalization all the time. Each year, all staff of the university need to pass the evaluation process twice a year [2]. An evaluation form will be a list of questions that each member of staff must fill in the blank about the process he or she has made during the year. Each question will have certain points that will be accumulated. The higher points imply higher performance in their competency [3]. The cutting points might be at 60 percent, but each member of staff needs to strike for 80 to 90 percent in order to gain a chance of better performance and better promotion. Therefore, self-improvement is an improvement in the career. However, the good thing is that most of the universities have many budgets for regular training and special training. Regular training is often about the general requirements for job improvement such as formal government budgeting, formal report writing, and new knowledge of taxes and regulations. On the other hand, special training is about new knowledge regarding specific job duties such as new software applications for specific accounting, and new techniques of service quality [4].

The basic quality of service and service skills cover a large part of the responsibility of the

staff of any advanced administrative departments of higher education. Increasing competition and high expectations of customers in Thailand and all over the world push the standard of services to be higher and higher [5]. The bar has been raised consistently. The factors of success of the general staff must be with the service quality and service skills which are closely related to the goal of the administrative department. The staff needs to have a positive mindset to offer their services to customers. Any negative mindset will be observed in their face and their manners. The repetition of positive mindset will be shown in their positive service and happy face. The quality of service depends on the positive mindset and their eagerness to serve and to solve the customer's problem.

In the modern world of business, service quality is the number one key to success that customers are looking for or the expectation of customers for your products or services [6]. Therefore, the volume of sales that customers repeatedly buy from your organization is one of the best ways of measuring how the expectation is met or not. What is service quality? It is a measure of how well the service that you provide meets the customer's expectations or not [7]. From many studies, there are five dimensions of service quality which are tangibility, reliability, responsiveness, assurance, and empathy. These five dimensions are so important and have a significant impact on the overall success of the organization [8].

## **OBJECTIVES**

1. The first objective of this study was to examine the ability and skills in terms of service quality that affect the staff's competency in the campus of Suan Sunandha Rajabhat University.
2. The second objective of this study was to investigate other factors that affect the staff's competency in the campus of Suan Sunandha Rajabhat University.

## **METHODOLOGY**

The population of this study includes all faculty and staff members of Suan Sunandha Rajabhat University during the fiscal year of 2022. About 332 sample groups were utilized in this study. One of the expectations from the beginning was that the difference in demographic did not have any significant effect on the ability and skill of staff. Then, the use of quantitative analysis is important to prove this point [9]. However, it was also important that the factor of regular training may help to improve both individual knowledge and the service quality performed by the staff, in turn, have an effect on the quality of services performed by staff [10]. The population and sample size of this study was all faculty and staff members were selected as the proper group to study and also as the study area in Bangkok, Thailand during the fiscal year of 2022 after the relaxation mood from the danger of Covid 19 pandemic and most of the staff were willing to participate in the discussion and interview process [11]. Suan Sunandha Rajabhat University was chosen as a main area of study because it provided many quality improvement training activities and therefore more demographic variety in both activities and demographic of samples would be obtained. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [12]. Since there were limited numbers of respondents, the number 332 was chosen. The data collation was done via

an English questionnaire to elicit respondents' opinion. There are three parts to the questionnaire. Part one was about demographic information. Part two was about the importance of quality factors and part three allowed respondents to provide opinion, comment, and suggestions. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IOC index [13]. Also, about 25 respondents were used as a pilot study in order to find ways to improve each question and to get an acceptable Cronbach Alpha Coefficient of more than 0.70. The pilot's study at the beginning of the research was very helpful to determine the direction of the research and the success of obtaining the findings [14].

## RESULTS

From the previous study, the author can summarize the factors that affect the quality of service for the staff of Suan Sunandha Rajabhat University in eight main factors as follows: training, business practice, communication, organizational culture, compensation, reward and punishment, strategy and tactics, and relationship of staff and management.

**Table 1**  
**Level of Importance of Each Factor**

<i>Factors</i>	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
1.The organization regular internal training and outsource training	4.85	.95	1
2.The business acumen and business practice of the organization	4.77	.95	2
3.The communication process to distribute information and work assignment	4.51	.79	3
4. The corporate culture, norm, and value that regularly practices	4.15	.89	4
5. The compensation system provided by the organization	3.99	.77	5
6. The rewards and punishment system of the organization	3.72	.86	6
7. The organization strategy and tactics regarding the quality of service	3.12	.81	7
8.The relationship of staff level and management level	3.10	.71	8
All categories	4.02	.84	

From TABLE I, the mean score can be used to rank the highest to the lowest concerns as follows: First, the first factor on the list is “The organization regular internal training and outsource training.” This factor is ranked as number one in the list with the means of 4.85 and standard deviation of .95. Second, the next factor on the list is “The business acumen and business practice of the organization.” This factor is ranked as number two in the list with the

means of 4.77 and standard deviation of .95. Third, the next factor on the list is “The communication process to distribute information and work assignment.” This factor is ranked as number three in the list with the means of 4.51 and standard deviation of .79. Fourth, the next factor on the list is “The corporate culture, norm, and value that regularly practices.” This factor is ranked as number four in the list with the means of 4.15 and standard deviation of .89. Fifth, the next factor on the list is “The compensation system provided by the organization.” This factor is ranked as number five in the list with the means of 3.99 and standard deviation of .77. Sixth, the next factor on the list is “The reward and punishment system of the organization.” This factor is ranked as number six in the list with the means of 3.72 and standard deviation of .86. Seventh, the next factor on the list is “The organization strategy and tactics regarding quality service.” This factor is ranked as number seven in the list with the means of 3.12 and standard deviation of .81. Finally, Third, the next factor on the list is “The relationship of staff level and management level.” This factor is ranked as number eight in the list with the means of 3.10 and standard deviation of .71. The overall means of the eight factor is about 4.02 with the overall standard deviation of 0.84.

## **CONCLUSION**

The ability and skill of work in terms of service quality is an important topic that need to pay attention to both in the short and long term. Service quality is considered as one of the most important keys to success. However, to ensure that the service quality will be implemented with full scale, there are important factors as follows: training, business practice, communication, organizational culture, compensation, reward and punishment, strategy and tactics, and relationship of staff and management.

## **LIMITATIONS AND FUTURE WORK**

The main limitation of this research paper came from the use of mainly a quantitative technique. As a consequence, the findings may not be fully integrated with the knowledge of basic generalization. Therefore, it is imperative that future research should use the mixed method both quantitative and qualitative techniques to confirm the findings. Also, future studies should cover not only the level of importance of each quality factor but also the reasons that participants are satisfied or are not satisfied with any other quality factors. Then, it will be possible to develop more general marketing strategies that are suitable to increase the success level of customer satisfaction.

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