

People's Attitudes Towards Service Quality of Government Agencies

Nattachai Aeknarajindawut

*Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,
E-Mail: Nattachai.ae@ssru.ac.th*

ABSTRACT

Abstract—This research aimed to study the level of service quality provided by Government Agencies in Dusit area, Bangkok, and to compare the service quality classified by demographic Factors. The target population used in this research were people living in Dusit area. Total of 300 sample group was selected from the population using multi-stage sampling method. Data was collected using the generated questionnaires with the validity and reliability tested. The statistics used in the analysis were mean, standard deviation, t-test and ANOVA. The results of the research revealed that the respondents emphasized on assurance follow by tangibility, responsiveness, empathy, and reliability. The quality of service of government agencies in Dusit area classified by demographic factors found that there was difference in service quality according to public perception when classified by and average income, which are overall different in the aspect of tangibility, assurance, and empathy with statistically significant at the .001. As well as there was difference in service quality according to public perception when classified by and average income, which are overall different in the aspect of reliability and responsiveness with statistically significant at the .05.

Keywords—Online marketing innovation, Satisfaction of purchasing, Social media platform

INTRODUCTION

Public service is an important policy of the government which is the most important mission. It is important to respond to the conditions, problems and needs of the people who request services under the laws and regulations stipulated by the government. At present, the government has urged various government agencies to expand the scope and improve the service of the people in various forms. Public service is therefore one of the missions of “Treatment and Maintenance” of the Department of Provincial Administration. The objective is to provide people with convenient and thorough services and to strengthen good relations between the people and the government officials.

National reform and bureaucracy are mechanism that has been demanded for a long time to have reforms to raise the level of contacting government agencies to be more convenient, faster and more money-saving. Amid the expectation that the reforms will make the civil servants better understand the suffering of the people (Thosaporn Sirisamphan, 2017). Improving the quality of service is one of the key strategies for the development of the Thai bureaucracy that requires all government agencies to operate, starting from the year 2004, requiring 30-50% reduction in procedures and duration of government service, and improvements to the past service system. Government agencies can be improved to be more efficient but still does not truly meet the needs of the service recipient.

The Office of the Public Sector Development Commission (2019) conducted a survey of people's opinions and expectations regarding the provision of services to the Thai government. The results of the survey found that the people were of the opinion that the staff should be developed to have a service mind of 13.90 percent, increase the service point or channel in the form of one-stop service, 11.00 percent, bring innovation or technology to support the Provide 10.40 percent, reduce the service process 10.20 percent, increase the service channel for 9.90% and reduce the service period 8.80, etc.

In addition, the business sector and people also commented that the main problems of government services are 1) lack of clarity about complicated procedures 2) inconvenient because they have to contact many agencies and have to come by themselves 3) Request information/documents from Many that the government already has 4) Service takes a long time and lacks a clear time frame 5) Difficult to track status and 6) Lack of protection against fraud risks. Therefore, a strategy for the development of the Thai bureaucracy 2013-2018 was formed. The first strategy was to create an excellence in serving the people. The government must be able to respond to

the society and the needs of diverse people with quality. by developing the process both forms of access to services, duration, service procedures quality of service delivered, transparency, and service request costs to deliver services that are acceptable to standards.

Providing quality government services reflects the performance of service operations to meet the needs of people who are customers of government agencies under the foundation of public administration. According to the concept of new public management (NPM) that the bureaucracy of many countries. Including Thailand, adopted process of vision in driving government system management over the past several years according to this concept and upgrading the production capacity of government agencies. The resolution is on human resource development and the use of the private sector more. The new government management approach has one important dimension that focuses on public service orientation that focuses on the quality of service to the people who are customers. People who receive services from government agencies which is both individual and entrepreneurs who need to contact with government agencies. Many governments of Thailand have given importance to the development of the quality of public administration on the context of Service Quality Improvement. As a matter that overlaps with the role and mission of public service of government agencies.

LITERATURE REVIEWS

Service Quality Model

Kotler Philip and Keller Kevin (2006) discuss four key characteristics of a service: First, the service is intangible (Intangibility) because it cannot be touched or seen, has no taste, no smell, no sound, and cannot touch. This makes the service different from other products. Thus, the service provider cannot see the results of the service before the purchase, give users confidence by creating physical evidence for users to know the identity of the service to be as concrete as possible. Second, the service cannot be separated from each other (Inseparability) because the production and consumption or receiving of services occur at the same time. Therefore, the perception of the quality of the service will occur during the service. Third, the service is uncertain (Variability). This is because the variety of service providers. property time of service, etc., causing the service to be inconsistent. Fourth, the service cannot be stored (Perish ability of output). Once the service has occurred, it cannot be maintained. This may result in the service not being able to meet the needs of the service recipient or the loss of revenue in vain.

Kolter (2003) stated that the quality of service is the perception of the passengers. Passengers assess the quality of service by comparing their expectations with what they actually received. The actual level of awareness will be greater than what is expected will make an impression and the organization will gain a good reputation. Parasuraman et al. (1985) stated that service quality is more difficult to assess than product quality assessment. Perceived service quality is the result of comparison of expectations, received and real perception of passengers.

From the study of service quality, researchers have studied and conducted research in this area many times Since 1983, the Service Quality Model and Criteria have been created to measures of Service Quality. In research and development throughout the 1990s, Parasuraman et al. (1998) found that service quality depends on the difference between passenger expectations and perceptions by using 10 quality measurement criteria to study and create a tool to measure service quality called "SERVQUAL" (Service Quality), found that there are some factors that are complicated. Therefore, the quality of service has been assessed to be appropriate by combining them to be left with only 5 important factors:

1. Tangibility refers the service quality can be assessed by comparing the actual services received that the service will enable passengers to assess the quality of services such as buildings, facilities, and other facilities, including the dress of the service provider, etc.

2. Reliability means building confidence and trust in the service process, service personnel are knowledgeable and competent in their work with integrity and sincerity in solving problems and with a strict security system, including the service quality must be accurate since the first time and every time have been served.

3. Responsiveness refers to the readiness and effort to provide service with a willingness while responding to the needs of passengers quickly, including assistance and responsibility for errors and problems.

4. Empathy refers paying attention of every step of the passenger service process, understand the needs of passengers, ask and give advice to customer, including provide friendly and equal care.

5. Assurance refers the service provider must give confidence to passengers with knowledge and experience of good service, reliability, friendliness.

Each element of the services quality has an effect on the customer's perception of and experience with the service. These experiences and perceptions have a pervasive influence on their satisfaction and loyalty (Klaysung, 2016).

METHODS

The target population used in this research were people living in Dusit area. The actual population was known by calculating the sample size with the population value from Taro Yamane's formula at the statistical significance level of 0.05. The sample size was equal to 400 samples and using the method of multi-stage random sampling by distributing questionnaires to sample groups who use the services of each government agency located in Dusit.

Tools used in this research was a questionnaire created by the researcher. By creating questions in accordance with the characteristics to be measured, divided into 2 parts, consisting of Part 1: Demographic information such as gender, age, status, education level, occupation, and average monthly income. Part 2, The Perception of Service Quality. It is a questionnaire of the estimation scale type of Likert's 5 levels scales: strongly agree, agree, moderately agree, disagree, and strongly disagree, with a total of 45 items. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires. After collecting the data, 400 sets of questionnaires were returned, representing 100 percent. The questionnaires were analyzed and processed with a statistical package to find various statistical values such as frequency, percentage, mean, standard deviation and multiple regression analysis.

Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using, t-test, and ANOVA.

RESULTS

The results of the research can be concluded that the sample group is consumers who have shopped through social media and live in Bangkok, total of 400 samples. Most of them are female, age between 21-30 years old, marital status, educational level at the bachelor's level, worked as employees of private companies, monthly personal income between 15,001-30,000 baht.

The quality of service of government agencies in Dusit area according to the perception of people, it was found that the overall perception of public services quality is at a high level. In order of service quality from high to low was in term of assurance follow by tangibility, responsiveness, empathy, and reliability. The service quality in each aspect was at the high level in all 3 aspects. Whereas the service quality in the aspect of tangibility was at the moderate level.

The quality of service of government agencies in Dusit area classified by demographic factors found that there was no difference in service quality according to public perception when classified by gender, age, education level, and occupation.

The quality of service of government agencies in Dusit area classified by demographic factors found that there was difference in service quality according to public perception when classified by and average income, which are overall different in the aspect of tangibility, assurance, and empathy with statistically significant at the .001. As well as there was difference in service quality according to public perception when classified by and average income, which are overall different in the aspect of reliability and responsiveness with statistically significant at the .05.

The quality of service of government agencies in Dusit area according to the perception of people, as a whole, the low-income group more than or equal to 10,000 baht, significantly lower than those with incomes of 20,001 - 30,000 baht and those with incomes of 30,001 baht or more at the .05 level. In addition, the quality of service of government agencies in Dusit area according to the perception of people, as a whole, the group with income 10,001 -20,000 baht, significantly lower than the group with income 20,001 - 30,000 baht, statistically significant at the .05 level.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The quality of service of government agencies in Dusit area according to the perception of people, it was found that the overall perception of public services quality is at a high level. The mean was 4.03 in order of service quality from high to low was in term of responsiveness follow by assurance, reliability, and empathy. The service quality in each aspect was at the high level in all 3 aspects. Whereas the service quality in the aspect of tangibility was at the moderate level. This is consistent with the research results of Boonma (2014), Junkerd (2017) and Koomkong (2014) found that the quality of service of government agencies overall at high level. This may be due to the perception that people's services are of high quality. This is because the government sector has a policy that focuses on good management services according to good governance principles. which can be recognized from the development of personnel operating site. There are tools for efficiency operations as well as being ready in technology. A database system has been developed for the development and creation of a one-stop service system to promote people's participation in the administration. Including there are communication channels and listen to opinions via information systems and social media.

The quality of service of government agencies in Dusit area classified by demographic factors found that there was difference in service quality according to public perception when classified by and average income, which are overall different in the aspect of reliability and responsiveness with statistically significant at the .05. This is consistent with the research results of Junkerd (2017) and Chomon (2021). Overall, the high-income group perceived service quality less than the lower-income group. This may be due to people with high incomes from having a stable career and highly educated. The expectations and demands for government services are high. Therefore, the quality of service in various fields is also high. Especially in terms of reliability and responsiveness, for example, demand service with honesty of service workers, preparing documents and various forms for service recipients not to cause trouble, in the process of receiving services, staff equally important to those who receive services, staff performance, adhering to the rules, regulations and laws, staff has expertise in providing services, able to clarify/answer questions clearly or give advice and solve problems and has a systematic, reliable service process and an efficient service model.

Recommendations and future work

Recommendations obtained for applying the research results were that the results of this research although it was found that the service quality of government agencies in Dusit area according to the perception of the people is at a high level. But the service in all 5 areas still has issues that need to be improved. The researcher has the following suggestions in terms of Reliability should create awareness of personnel at all levels in service with honesty and integrity and the service procedures more clearly and is easily understood by the public. As well as in term of responsiveness, service procedures should be adjusted to increase the speed of service, employees should pay more equal attention to each client, knowing and understanding the service recipient, should accept feedback and be ready for improvement with a willing attitude and the staff should serve with a polite manner, calm and friendly attitude.

From the hypothesis testing results, it was found that the service quality of government agencies in Dusit area are different according to public perception when classified by monthly income level. Therefore, government agencies in Dusit area should have a process to adjust attitudes and behaviors of providing services to the people of municipal employees to create equality and meet the needs of people at all income levels.

For further research should be studied in conjunction with other relevant or expected factors influencing service quality in order to gain more insights covering all dimensions such as factors of image of government agency, perception the service quality through online channels, etc. In addition, it should study in other population groups or other areas to get wider and more comprehensive information and compare the differences of each area.

REFERENCES

- Boonma, A. (2014). *People's satisfaction with the service quality of the municipality-Ta Bolphawa, Kaeng Hang Maeo District. Nonthaburi Province*. Thesis work - Master of Public Administration (Public and Private Management) Burapha University, Chonburi.

- Chomon, P. (2021). Public Service Quality of Sai Ngam Municipality Sai Ngam District, Kamphaeng Phet Province. *Journal of Development Management Research*, Vol. 11, No. 3 (July-September 2021).
- Gronroos. (1990). *Service management and marketing*. Massachusetts: Lexington Books.
- Junker, P. (2017). *Public Perceptions of Service Quality in Nakhon Sawan Municipality*. Public Administration in New Public Management. Nakhon Sawan Rajabhat University.
- Klaysung, C. (2016). Behaviors and Factors Affecting the Selection of Spa Services among Consumers in Amphawa, Samut Songkhram, Thailand. *World Academy of Science, Engineering and Technology International Journal of Social and Business Sciences*, 10 (12), 3897-3901.
- Koomkong, P. (2014). *People's opinions on the quality of municipal services. Tambon Na Yai Am, Na Yai Am District, Chanthaburi Province*. Public Administration Thesis-Master's degree (Public and Private Sector Management). Burapha University, Chonburi.
- Kotler P. & Keller, K. (2006). *Marketing Management*. Twelfth Edition: Pearson Education.
- Parasuraman, A., Zeithmal, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 10.
- Parasuraman, A., Zeithmal, V. A., & Berry, L. L. (1998). SERQUAL: A multiple – item scale for measuring customer perceptions of service quality. *Journal of retailing*, 64, 12-40.