

A Study of Service Quality Satisfaction to Graduate Students Academic Year 2021 in Performing Arts Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University

Visittha Chintaladdha¹, Wisut Siriponnoppakun² and Boonyada Pahasing³

^{1,2}Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, Bangkok, Thailand

³College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: ¹Visittha.ch@ssru.ac.th, ²wisut.si@ssru.ac.th, ³boonyada.pa@ssru.ac.th

Abstract

The objectives of this research were: 1) to examine the satisfaction with service quality in the performing arts disciplines at Suan Sunandha Rajabhat University, 2) to identify problems and gather suggestions from service users regarding service quality, and 3) to apply the findings to improve and develop the service performance of the performing arts disciplines. The study employed purposive sampling, selecting two groups: 6 academic support staff and 20 master's degree students (both Thai and foreign) in the 2021 academic year. Data were collected using questionnaires and analyzed through percentage, frequency, mean, and standard deviation.

The findings revealed that most respondents were female, aged between 30 and 40 years, with an average income of 25,001–35,000 baht. The overall satisfaction with service quality was at a high level. The students expressed high satisfaction with staff performance, particularly in terms of knowledge, expertise, friendliness, and reliability. It was concluded that professionalism, politeness, and efficient communication were key elements contributing to a positive service experience.

In terms of problems and suggestions, the study found that responding to inquiries through alternative channels, such as Mail, Line, and WeChat, was inadequate. Therefore, it is recommended to assign additional staff to manage these channels and enhance service efficiency. Additionally, the dissemination of information about activities should be improved to ensure students receive timely and comprehensive updates.

Keywords: Satisfaction, Quality, Service

1. Introduction

Knowledge of performing arts remains a crucial factor in fostering relationships and understanding among ethnic groups, both within the ASEAN community and internationally, as a foundation for joint economic development. Therefore, Thai education must focus on producing skilled academics and researchers in performing arts who can integrate knowledge from various disciplines to achieve shared goals. This involves developing concepts, skills, and standards in performing arts with systematic management and preserving arts and culture.

Human development, a key driver of national progress, is essential for enhancing the knowledge of arts and culture to adapt to changes in society, economy, politics, and technology sustainably.

The Department of Arts aims for excellence in teaching by providing responsive services to meet diverse student needs. Service is a priority, with strategies focusing on comprehensive resources, clean environments, qualified staff, effective communication, and user satisfaction assessments. (Jaturongkakul A., 1999; Pahasing, B. et al., 2022). The 2021 survey highlighted issues such as delayed communication, unstable information systems, and document submission problems. Addressing these challenges is critical to achieving program objectives.

Commitment to improvement stems from understanding user needs and feedback, aiming to create a supportive learning environment and efficient service delivery. (Sureshchandar et al., 2002). Understanding these issues is essential for meeting user requirements in the Arts and Design department. The researcher believes that enhancing service quality is vital. The study on graduate student satisfaction in 2021 will provide valuable insights for improving services, meeting user needs comprehensively, and enhancing the department's reputation in the future.

2. Research Objective

1. To study the satisfaction on the quality of service of performing arts disciplines. Suan Sunandha Rajabhat University
2. To study problems and suggestions of service users towards the quality of performing arts disciplines. Suan Sunandha Rajabhat University
3. To bring satisfaction to develop service work of performing arts disciplines. Suan Sunandha Rajabhat University

3. Literature review

Concept of Service Quality

Service quality is vital in evaluating the level of service provided to customers, closely linked to their expectations. According to Lewis and Bloom (1983), service quality audits focus on delivering services that meet customer expectations. It comprises two key components: Technical Quality, referring to the tangible outcomes customers receive, and Functional Quality, which evaluates the processes and methods of service delivery (Gronroos, 1990).

Service businesses have distinct characteristics, including intangibility (services cannot be physically touched but are experienced), heterogeneity (service quality varies depending on staff and timing), inseparability (service production and consumption occur simultaneously), and perishability (services cannot be stored, requiring efficient management). Effective service management must address these characteristics to ensure a positive customer experience (Navaratana Na Ayutthaya T., 2004). Thus, service quality emphasizes ongoing improvement to meet customer needs, respond promptly, and enhance service resources, making it a crucial factor in business success (Zeithaml, Parasuraman, & Berry, 1990).

Service Quality Indicators

Service quality indicators highlight the importance of the customer's perspective in evaluating the quality of services provided. These indicators are commonly used to measure and assess service performance according to pre-established standards (Gronroos, 1982). One

key concept is Perceived Service Quality (PSQ), which refers to the customer's perception of service quality based on their experiences and expectations. This perception plays a significant role in determining how customers evaluate the overall quality of the service.

Another important concept is Total Perceived Quality (TPQ), which includes two components: Expected Quality and Experienced Quality. Expected Quality refers to the customer's anticipation of the service before they receive it, while Experienced Quality reflects what the customer actually encounters during the service process. The comparison between these two aspects ultimately determines customer satisfaction. Therefore, service providers must strive to meet or exceed customer expectations to ensure a high level of perceived service quality.

4. Methods

This research employs a quantitative approach using purposive sampling to select participants. The sample includes 7 academic support staff and 20 master's degree students majoring in Performing Arts. Data collection was conducted through a questionnaire designed with an open-ended format. To ensure the quality of the instrument, tests were carried out to verify both content validity and reliability. The collected data were analyzed using descriptive statistics, including percentages, mean, and standard deviation. The steps are as follows:

1. Population and sample

The population used in this research is 20 master's and doctoral students in the Performing Arts program at Suan Sunandha Rajabhat University and 20 graduate academic support personnel.

2. Study method

2.1 Research instruments

The research instruments used in this research were considered from statistical data analysis using questionnaires as a tool for data collection. In order to ensure that the questionnaires are of good quality, the researcher will test the quality of the questionnaires in 2 aspects: content validity and reliability of the questionnaires

2.2 Data collection

- 1) The researcher prepared questionnaires sufficient for the population used in the research.
- 2) The questionnaires, which have been tested for quality, were given to the population used in the study. The researcher explained the purpose of the questionnaires to the respondents and explained how to answer the questionnaires before the respondents started to do them and collected the questionnaires by themselves. The data collection and collection period was approximately 2 months.

2.3 Data analysis

Data Analysis: The researcher will analyze the data using the following methods:

1. Survey The researcher will review all returned questionnaires to check for accuracy and completeness. Data will be analyzed using the following statistics

- 1.1. Analysis of the respondents' general status using frequency distribution and percentage.

1.2. Analysis of the research status using frequency distribution and percentage.

2. Questionnaire The researcher will check the accuracy of the questionnaire data and analyze the content using a content analysis table to summarize the interviews and present them in an essay format. The results of the research will be used to develop best practices. The experts will then assess the appropriateness of the process for future implementation.

3. Location

Faculty of Fine and Applied Arts and Graduate School Suan Sunandha Rajabhat University

4. Study period

From February 1 - April 30, 2022

5. Result

Data analysis revealed that overall satisfaction with service quality was at a high level, with a mean score of 4.31 and a standard deviation of 0.626. In terms of individual aspects, the highest satisfaction was found in facilities (mean = 4.34, S.D. = 0.562), followed by service processes (mean = 4.31, S.D. = 0.611), service channels (mean = 4.31, S.D. = 0.626), and service personnel (mean = 4.30, S.D. = 0.562). These findings align with the study by Thiamkaew N. (2018), which examined satisfaction with service quality at the University Information Service, Mahasarakham University, and similarly reported a high level of satisfaction among service users.

The study also investigated problems and gathered suggestions regarding service quality, covering five key aspects: information resources, service processes, service personnel, facilities and amenities, and public relations. Based on the findings, it is recommended that additional administrative personnel be assigned to manage student inquiries through multiple channels such as Mail, Line, and WeChat to improve responsiveness. Furthermore, regular press releases and detailed information about academic activities should be disseminated to ensure that students are well-informed.

The results from this research can be applied to enhance the quality of services by emphasizing systematic procedures and modern service management. This will improve service efficiency and ensure that students receive timely and convenient services. Additionally, such improvements will build confidence among students who choose to pursue their studies in Performing Arts at Suan Sunandha Rajabhat University.

6. Acknowledgment

The researcher would like to express gratitude to administrators of Suan Sunandha Rajabhat University to provide fund to support this research for developing the university's personnel.

References

Gronroos, C. (1982). "An Applied Service Marketing Theory." *European Journal of Marketing*, 16(7), 30–41.

- Gronroos, C. (1990). Relationship approach to marketing in service contexts: The marketing and organizational behavior interface. *Journal of business research*, 20(1), 3-11.
- Jaturongkukul A. (1999). Marketing Management: Strategies and Methods. Bangkok: Thammasat University
- Lewis, Mark and Parooj Bloom. (1983). Organization Behavior. New York : Mc Graw Hill.
- Nawarat Na Ayutthaya T.(2004). Service Marketing: Concepts and Strategies. Bangkok.
- Pahasing,B.,Girdwichai,P.,Kulwanich, A., Siriyanun, S.(2022). Business Innovations in The Digital Economy that Affect Online Shopping Behavior and The Trend of Future Service Usage Among Consumers in Bangkok, Thailand. *International Journal of, eBusiness and eGovernment Studies*,14 (2), 148-165. doi:10.34111/ijepeg.202214128.
- Pajjasonon T. (2020) Service quality that affects satisfaction of customers of Gourmet Market, The Mall Department store Bankapi branch. Faculty of Business Administration Program in Management, Ramkhamhaeng University.
- Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between management's perception of total quality service and customer perceptions of service quality. *Total Quality Management*, 13(1), 69-88. doi.org/10.1080/09544120120098573.
- Thiamkaew N. (2018). Studying satisfaction with the quality of services at the University Information Service, Mahasarakham University, for the academic year 2017. *Academic Resources Office Mahasarakham University*, 68-71.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). Delivering quality service: Balancing customer perceptions and expectations. Collier Macmillan, New York, London.