SERVICE QUALITY IMPROVEMENT FOR UNIVERSITY'S s TAKEHOLDERS

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ABSTRACT

Campus service is as important service as any organization. Campus service must be able to provide a high standard of services to all, especially its stakeholders. In fact, service quality is one of the most valuable factors for the growth and expansion of modern universities. Important service was designed that customers and stakeholders to visit and finish their tasks at one location immediately with high standard quality of service. Hence, it is vital to implement an acceptable SERVQUAL model which have five dimensions: reliability, assurance, tangible, empathy, and responsiveness. Therefore, the objectives of this research study were to investigate the level of satisfaction of stakeholders who use service at Suan Sunandha Rajabhat University in five important dimensions as well as to offer some suggestions to enhance the standard service quality of the one stop service in campus. This research used a mix research method of both quantitative and qualitative research technique in order to obtain the results for the research questions and research objectives. A total of 100 students and 100 non-students who came for services at the second quarter of the year 2018 was conducted. About ten students and ten non-students who often came for the service was chosen to participate an in-depth interview to provide more information of how to improve service to meet with their expectation. Statistical analysis was performed by utilizing SPSS and Excel program. Percentage, mean, and standard deviation were used for statistical data analysis and findings. The findings of this investigation of the level of satisfaction revealed that the majority stakeholders reported that they had a very high level of satisfaction on two dimensions of reliability, tangibles, and assurance, while many had a medium level of satisfaction on empathy and responsiveness. From the study, it confirmed if provider of service get these five dimension right, customers will be high satisfy and then, become customer loyalty. The suggestion from the study were to improve the empathy and responsiveness from the medium level to high level of satisfaction by showing individual attention to each customer and willing to help customers and provide prompt services

Keyword: Service Quality, Improvement, University, Stakeholders

Introduction

As many higher education organizations of many countries of ASEAN Economic Community, including Thailand, expand tremendously, the study of the success factors of service quality improvement is becoming increasingly important. In addition, higher education organizations are expanding regionally, nationally, and globally with network expansion by signing the MOU contracts. Many ASEAN nations aimed at enhancing the growth and performance of their higher education industry which requires the improvement of campus service quality as well as reliable methods of measurement, assessment, and improvement of campus service quality. Then, accurate and reliable instruments that assess service quality of higher education organizations are of great interest to many researchers and policy makers. From the past, the most importance and widely used service quality instrument and assessment is known as SERVQUAL. Many modern researchers firmly believed that SERVQUAL model is a simple but useful method and can be applied in many different types of business services and many industries, including service quality in the higher education. Since SERVQUAL is based on the proposition that service quality can be measured as the gap between the particular areas in which customers expect and the performance they perceive to have really received. Basically, the idea of the principle is the measurement in the service quality gaps. Due to the fact that many of modern studies of service quality in tourism were based on the studies and

the method of SERVQUAL which was designed and developed by Parasuraman, Zeithamal and Berry (1993). The gist of principle of this SERVQUAL is based on the gap, in customer mind, between the expectation of service quality and the real experience of service received by customers or students in our case. However, many items on questionnaire of original theory and principles utilized the Likert seven-scales to assess 22 items of service quality in five dimensions which covered five dimensions of important areas of assurance, empathy, reliability, responsiveness, and tangibility. These five dimensions of service are important for this study. Therefore, the researcher is interested in studying service quality improvement for university stakeholders.

Methodology

The present research study of quality improvement for university stakeholders actually utilized a quantitative survey research method which aimed to investigating Suan Sunandha Rajabhat students' experience of using services in campus during their studying in main campus, Bangkok, Thailand and to elicit and collect data for their comments and opinions about their perceptions of service quality and factor of success. In addition, the purposes of this research were to be able to use the findings of this research to create a marketing strategic plan to enhance student's satisfaction of using services in campus in the future. Hence, it is important to use the SERVQUAL model which have five dimensions: reliability assurance, tangible, empathy, and responsiveness. The objectives of this research study were to investigate and examine the level of satisfaction of stakeholders who use service at Suan Sunandha Rajabhat University in five important dimensions as well as to offer some suggestions to enhance the standard service quality in main campus. For this study, the researcher used a mix research method of both quantitative and qualitative research technique in order to gain the results for the research problems and research objectives. About 100 students and 100 non-students who came for services at the second quarter of the year 2018 was selected as main sample group. About ten students and ten non-students, who often used the campus service, were selected to participate an in-depth interview to provide more insightful information of how to improve service to meet with their expectation. Statistical analysis of this study was performed by utilizing SPSS and Excel program. Percentage, mean, and standard deviation were utilized mainly for statistical data analysis and obtain findings.

Findings

The findings of this research unveiled the demographic information that respondents were both male and female in the same proportion or with a ratio of 50:50. However, the majority respondents who often used the services were between 18-22 years old. Most of the respondents from the survey were with an undergraduate degree. Most of the respondents were considered themselves as middle income with an average family income of the respondents was between 35,001-45,000 baht per month. The campus service had been an important factor for the respondents' level of satisfaction. Moreover, the findings revealed that the majority of respondents use campus services regularly because necessary and with good quality of service.

The findings from TABLE 1 revealed five different students' perception level on factors of success of low cost airlines as follows: 1) "Responsiveness" was rated as number one with a mean of 4.80 and 0.94 SD 2) "Reliable" was rated as number two with a mean of 4.61 and 0.61 SD. 3) "Empathy" was rated as number three with a mean of 4.50 and 0.709 SD. 4) "Tangible" was rated as number four with a mean of 4.31 and 0.75 SD. 5) "Assurance" was rated as number five with a mean of 4.30 and 0.92 SD.

TABLE 1

Importance of factors of success

	Mean	S.D.	Rank
Factors of success			
1. Responsiveness	4.80	0.94	1
2. Reliability	4.61	0.91	2
3. Empathy	4.50	0.79	3
4. Tangible	4.31	0.75	4
5. Assurance	4.30	0.92	5

Future Studies

Surely, there is some limitations of this research. One of the limitations of this research study came from the use of the Likert five-scale which may not have power to distinguish the importance of success factors from expectation and from reality since some of the respondents was first time users of campus services. It also does not take into account of the reasons behind each factor of success. Therefore, the findings may not be generalized to various campus services properly. Hence, future research should use a combination of Likert five-scale with in-depth interviews and focus groups.

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