

# MODERN FACILITY AND EQUIPMENT IMPROVEMENTS

**Miss Poonsiri Promkul & Mr. Aphirak Thitinaruemit**

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: [\\*poonsiri.pr@ssru.ac.th](mailto:poonsiri.pr@ssru.ac.th), [\\*\\*aphirak.th@ssru.ac.th](mailto:aphirak.th@ssru.ac.th)*

## ABSTRACT

Modern facility and equipment improvement become one of the most important ways to enhance students' level of satisfaction. In order to enhance the level of satisfaction of the students who frequently uses campus facility and equipment, it is imperative to choose which facility and equipment to improve from five dimensions model. The five dimensions of services include tangibility, responsiveness, reliability, assurance, and empathy. The objective of this study aims to conduct a classroom research to find out what should be standard of modern facility and equipment improvement at campus in the perspectives of students at Suan Sunandha Rajabhat University. The mixed of quantitative and qualitative research method was combined to obtain the insight information, comments, opinions, and suggestions from the perspective of students. About 100 students was used as sample groups for survey research. Approximately 20 students were randomly selected from freshman, sophomore, junior, and senior students equally. An in-depth technique was utilized as the main research tools for data collection.

The results from the study show that these five dimensions had a direct relationship with students' satisfaction in terms of facility and equipment improvement. Even though students reported that there was a very high level of satisfaction in these five dimensions of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05. There were tangibility, responsiveness, reliability, assurance, and empathy. There are many beneficial suggestions from students to facility and equipment improvement which include university's building, general service equipment, restrooms, cafeteria, parking lots, and classrooms, library, and computer rooms. In fact, the majority of students suggest that there should be a sincere way to gather formal feedback to identify what is going well in terms of facility and equipment improvement.

**Keyword:** Service Quality, Industry Standard, Attention, Competence

## Introduction

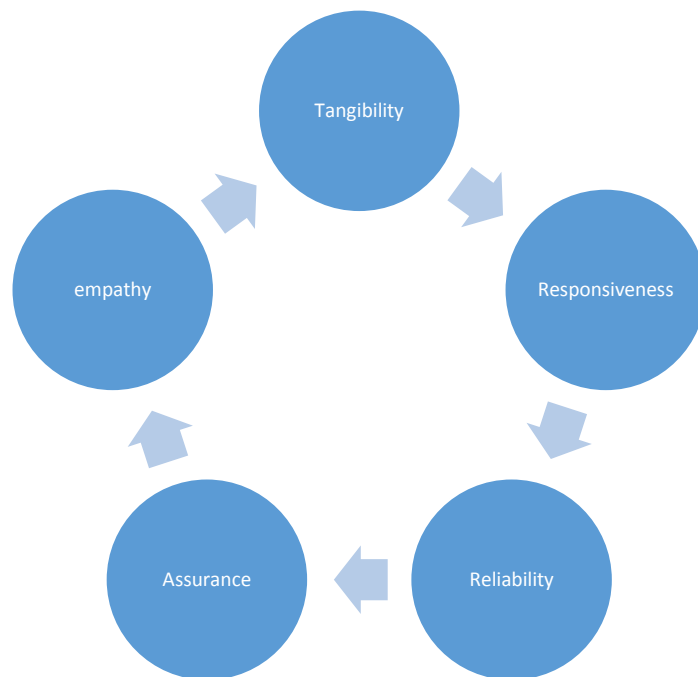
To manage the higher education organizations effectively, facilities and equipment upgraded and improvement are important and necessary for students, staff, and faculty members. Facilities and equipment improvement are the main duties of Building Maintenance Office which have the impacts to the level of satisfaction in terms of service quality providing to students, staff, and faculty members. On the everyday business working, the basic requirement of facilities and equipment may include the sufficiency of parking space, cleanliness of building and its surrounding areas in campus, the availability of restrooms and its cleanliness, the cool and working air conditionings around the campus, the working of hi-speed WIFI, and the many other little things that may happen in the daily basis such as the elevator is not working, the water is not running, and the electricity outages. It is important for the Building Maintenance Office to response quickly and effectively. About 30,000 students, staff, and faculty members rely on their services and quick response every day. However, it is imperative that the Building Maintenance Office to understand the priority of their work and doing it according to its important order and emergency level as well as to have a plan for medium-term and long-term situations. One of the best ways is to survey the to obtain the opinions, suggestions, and feedback from direct customers who are students, staff, and faculty members. The researcher is interested in studying and investigating the topic of "Modern

Facilities and Equipment Improvement”, a case study of Suan Sunandha Rajabhat University, Bangkok, Thailand.

### Methodology

The objective of this study aims to conduct a classroom research to find out what should be standard of modern facility and equipment improvement at campus in the perspectives of students at Suan Sunandha Rajabhat University. The mixed of quantitative and qualitative research method was combined to obtain the insight information, comments, opinions, and suggestions from the perspective of students. About 100 students was used as sample groups for survey research. Approximately 20 students were randomly selected from freshman, sophomore, junior, and senior students equally. An in-depth technique was utilized as the main research tools for data collection. The results from the study show that these five dimensions had a direct relationship with students’ satisfaction in terms of facility and equipment improvement. Even though students reported that there was a very high level of satisfaction in these five dimensions of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05. There were tangibility, responsiveness, reliability, assurance, and empathy.

Fig 1. Five Dimensions of Services



### Findings

The findings obtained from the study disclosed that these five dimensions had a direct relationship with students’ satisfaction in terms of facility and equipment improvement. Even though many participants reported that there was a very high level of satisfaction in these vital five dimensions of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05 which was a good news. There five dimensions of services were tangibility, responsiveness, reliability, assurance, and

empathy. There are many beneficial suggestions from students to facility and equipment improvement which include university's building, general service equipment, restrooms, cafeteria, parking lots, and classrooms, library, and computer rooms. In fact, the majority of students suggest that there should be an effective way to obtain feedback to identify what is good progress in terms of facility and equipment improvement.

TABLE 1. IMPORTANCE OF FIVE DIMENSIONS OF SERVICE

	Mean	S.D.	Rank
<b>Factors</b>			
1. Assurance	3.98	0.84	1
2. Reliability	3.75	0.87	2
3. Responsiveness	3.55	0.79	3
4. Empathy	3.42	0.93	4
5. Tangibility	3.33	0.91	5

From table 1, the respondents had rated five important ranking of five dimensions of services. First, the respondents rated "Assurance" as the number one of five dimensions of services with a mean of 3.98 and standard deviation of 0.84. Second, the respondents rated "Reliability" as the number two of five dimensions of services with a mean of 3.75 and standard deviation of 0.87. Third, the respondents rated "Responsiveness" as the number three of five dimensions of services with a mean of 3.55 and standard deviation of 0.79. Fourth, the respondents rated "Empathy" as the number four of five dimensions of services with a mean of 3.42 and standard deviation of 0.93. Finally, the respondents rated "Tangibility" as the number five of five dimensions of services with a mean of 3.33 and standard deviation of 0.91.

### Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

### References

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44
- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.

- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Knutson, B. (1988). Frequent Travellers: Making them Happy and Bringing them Back. *The Cornell Hotel and Restaurant Administration Quarterly*. 29(1): pp. 83-87.
- Ketsuwan Nuchjaree & Thitinaruemit Aphirak (2019). Factors of Success for Online Trainings. The ICBTS 2019 London.
- Kongprasert Pawith; Prangchumpol Dulyawit & Adisai Thovicha (2019). The satisfaction of mobile application using 'line official' for public relation academic news: A case study of faculty of science and technology, Suan Sunandha Rajabhat University. The ICBTS 2019 Amsterdam.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.
- Phuamorn Kittisak & Kularbphetpong Kunyanuth (2019) Factors Affecting Service: The use of computer laboratory of students and personnel in case of Suan Sunandha Rajabhat University. The ICBTS 2019 Amsterdam.
- Pudprommarat Chookait (2019) Hurdle Poisson-Sushila Distribution and its Application. The ICBTS 2019 Amsterdam.
- Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", Allied Academies International Conference, Proceedings of the Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.
- Vavra, T.G. (1997). Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs, American Society for Qualit. p.45.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 1 (175) 2016.