

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

7bba53cc8017f828eb8f855cf2f4f37a3d80bbd8bb8a7eff9fbbd5c4fc2ed24b

To view the reconstructed contents, please SCROLL DOWN to next page.

# PERCEPTIONS OF STUDENTS ON ONE STOP SERVICES

Sunaree Lamyai & Asst. Prof. Dr. Kevin Wongleedee

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: [\\*sunaree.la@ssru.ac.th](mailto:sunaree.la@ssru.ac.th), [\\*\\*kevin.wo@ssru.ac.th](mailto:kevin.wo@ssru.ac.th)*

## ABSTRACT

Perception of service is the ability to understand and notice service easily and it is as important as the real services. In fact, campus service needs to provide a high standard of services to all customers. Service quality is one of the most valuable factors. One stop service was designed in order for customers to visit and finish their tasks at one location immediately with high standard quality of service. Therefore, in order to measure the level of satisfaction in the perception of service quality, it is vital to use the famous SERVQUAL model which have five important dimensions: reliability assurance, tangible, empathy, and responsiveness. The objectives of this research study were to survey the level of perception from students who use one stop service at Suan Sunandha Rajabhat University in five important dimensions as well as to offer some suggestions to improve the perception of the standard service quality of the one stop service in campus. This research used a mix research method of both quantitative and qualitative research. A total of 100 students and 100 non-students who came for services at the one stop service at the second quarter of the year 2018 was interviewed with questionnaire and data collection was conducted to gain their experiences. About five students and five non-students who often came for the service at the one stop service was chosen to participate an in-depth interview to provide more detailed information. 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 study revealed that the majority of students and non-students reported that they had good perception on two dimensions of responsiveness and reliability, while many students and non-students had best perception on tangibles, empathy and assurance. Moreover, perception of service occurs in five stages: stimulation, organization, interpretation-evaluation, memory, and recall. It found that both students and non-students think the stage of interpretation-evaluation was the most important stage.

**Keyword:** One Stop Services, SERVQUAL, Service Quality, Perception

## Introduction

Perception of students is as important as the feedback of the students. Nowadays, many higher education organizations of ASEAN Economic Community (AEC), including Thailand, expand their services to their students significantly. The key success factors of service quality improvement is becoming increasingly monitoring than before. Many AEC nations are ready to push forward their ability to enhancing the growth and performance of their higher education industry which focus on the improvement of campus service quality as well as reliable methods of measurement, assessment, and improvement of campus service quality. This means both accurate and reliable services are important to higher education organizations.

Perception of service refers to the ability to comprehend and notice service easily and it is as vital as the real services. In fact, campus service of Suan Sunandha Rajabhat University needs to provide a high standard of services to all customers. Service quality, in fact, is one of the most valuable factors. One stop service of the university was designed in order for customers to visit and finish their tasks at one location immediately with high standard quality of service. Therefore, in order to measure the level of satisfaction in the perception of service quality, it is vital to use the famous SERVQUAL model which have five important dimensions: reliability assurance, tangible, empathy, and responsiveness. From many past researches, the most importance known model of service quality instrument and assessment is the famous SERVQUAL. Modern researchers highly believed that SERVQUAL model is a simple model but useful method and can be applied in many different situations of many different types of

business services as well as many industries, including service quality in the higher educations. Due to the fact that modern studies of service quality were based on the studies and the method of SERVQUAL which was designed and developed by Parasuraman, Zeithamal and Berry (1993). However, lots of 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: assurance, empathy, reliability, responsiveness, and tangibility. These five dimensions of service are important for this research. Therefore, the researcher is interested in investigating service quality improvement from the perceptions of students.

### **Methodology**

The present research study of perception of quality service of one stop service for university stakeholders actually utilized a quantitative survey research method and qualitative 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.

The purposes of this research study were to investigate and examine the level of perception from students who use one stop service at Suan Sunandha Rajabhat University in five important dimensions as well as to offer some important suggestions to improve and enhance the perception of the standard service quality of the one stop service in campus. This research employed a mix research method of both quantitative and qualitative research to obtain the findings. A total of 100 students and 100 non-students who required for services at the one stop service during the second quarter of the year 2018 was randomly interviewed with questionnaire. Also, data collection was conducted to gain the understanding of their experiences. In addition, the qualitative method needed about five students and five non-students who often came for the service at the one stop service was chosen to participate an in-depth interview to gain more detailed information. For this study, statistical analysis was performed by using SPSS and Excel program. Percentage, mean, and standard deviation were used for statistical data analysis and to obtain findings and suggestions.

### **Findings**

The findings of this research can be reported that the demographic information that students or respondents were both male and female in the close proportion or with a ratio of 45:55. However, the majority respondents who often used the services were between 3-5 times per semesters. Many of the respondents from the survey were with an undergraduate degree. Most of the respondents were considered themselves to be middle income family with an average family income of the respondents was between 30,001-40,000 baht per month. One stop service in campus had been an important factor for the determinant of quality of services.

The findings of this study can be summed up that both majority of students and non-students reported that they had a very high perception on two dimensions of responsiveness and reliability, while many students and non-students had lower perception on tangibles, empathy, tangibles and assurance. Moreover, perception of service occurs in five stages: stimulation, organization, interpretation-evaluation, memory, and recall. It found that both students and non-students think the stage of interpretation-evaluation was the most important stage.

The findings from TABLE 1 showed five different students' perception on the important five dimensions of services of one stop services in campus. First, the respondents rated "Responsiveness" as the most important factors in their perception of quality of service with a mean of 4.56 and standard deviation of 0.95. Second, the respondents rated "Reliability" as the second most important factors in their perception of quality of service with a mean of 4.41 and standard deviation of 0.81. Third, the respondents rated "Empathy" as the third most important factors in their perception of quality of service with a mean of 4.29 and standard deviation of 0.89. Fourth, the respondents rated "Tangible" as the fourth most important factors in their perception of quality of service with a mean of 4.11 and standard deviation of 0.77. Finally, the respondents rated "Assurance" as the fifth most important factors in their perception of quality of service with a mean of 4.04 and standard deviation of 0.94.

**TABLE 1**  
Importance of factors of success

	Mean	S.D.	Rank
<b>Factors of success</b>			
1. Responsiveness	4.56	0.95	1
2. Reliability	4.41	0.81	2
3. Empathy	4.29	0.89	3
4. Tangible	4.11	0.77	4
5. Assurance	4.04	0.94	5

### **Future Studies**

Certainly, there are some limitations of this study. One of the limitations of this research study came from the use of small number of sample groups and the use of the Likert five-scale which may not have power to distinguish the importance of success factors from expectation and from reality due to the facts that some of the respondents was first time users of one stop services in campus. It also does not take into account of the logical reasoning behind each factor of success.

### **Acknowledgement**

Many thanks goes to Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. Also, it is important to say thank 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**

Forman (1986), The impact of purchase decision confidence on the process of consumer satisfaction/dissatisfaction. Unpublished Ph.D. Dissertation, Knoxville: The University of Tennessee. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", Proceedings of the Academy of Organizational Culture, Communication and Conflict. Vol. 7(2).

- Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- Knutson, B. (1988). *Frequent Travellers: Making them Happy and Bringing them Back*. The Cornell Hotel and Restaurant Administration Quarterly. 29(1): pp. 83-87.
- Kulnidawan Dumkum & Kevin Wongleedee (2019) "Productivity Improvement in Campus: A Case of Suan Sunandha Rajabhat University" *Proceeding of the ICBTS 2019 London*.
- 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.
- Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189
- Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.
- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- 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.
- Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.
- 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.
- Sangthong Jarana & Wongleedee Kevin (2019) "Job Satisfaction in Main Campus: A Case of Suan Sunandha Rajabhat University" *Proceeding of ICBTS 2019 London*.
- Schall, M. (2003). *Best Practices in the Assessment of Hotel-guest attitudes*. The Cornell Hotel and Restaurant Administration Quarterly. April: pp. 51-65.
- 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.