

EXPECTATIONS TOWARDS AUDIO-VISUAL EQUIPMENT SERVICES OF STUDENTS IN HIGHER EDUCATION INSTITUTIONS

Jinjutha Srihera, Pichamon Chansuchai

Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,

E-Mail: Jinjutha.sr@ssru.ac.th, Pichamon.ch@ssru.ac.th

ABSTRACT

Abstract— The purpose of this study was to study and develop audio-visual equipment loan-return services that affect student expectations in case of the students studying in higher education institutions, in case of the Faculty of Management Sciences, Suan Sunandha Rajabhat University. This research used a quantitative research method. The sample used in this study was students studying in the Faculty of Management Sciences, Suan Sunandha Rajabhat University, a total of 100 people used to collect data by questionnaires. The statistics used for data analysis were percentage, mean, and standard deviation. The results of the study showed that the factor of service process in term of convenient, fast and uncomplicated was at the most satisfied level, in terms of providing services with accuracy on time was at very satisfied level, in term of service time and equipment in the classroom are appropriate was at very satisfied level, and in terms of borrow - return the equipment on time was at very satisfied level. In addition, the study found that the factor of service staff in term of attentive and willing to serve was at the most satisfied level, in term of providing services with courtesy, gentleness and friendly was at very satisfied level, in term of providing services for troubleshooting audio equipment in the classroom as notified and corrected in a timely manner was at very satisfied level, and willingly listen to the problems of service users and ready to make improvements in time was at very satisfied level.

Keywords—Audio-visual equipment services, Expectations, Higher education institutions

INTRODUCTION

The provision of educational services in educational institutions in terms of teaching and training. Unless the instructor or lecturer has the knowledge and ability to convey it well. Audio-visual equipment is also a part that is considered to be no less important. The audio-visual equipment is the medium or the passage of news, content and knowledge (Limpiyakorn, 1997). Audio-visual are teaching and learning media that are relatively expensive and have a long lifespan. When used, there must be other facilities which may be the electricity and the condition of the room arranged to use that audio-visual equipment. Especially, instructors can't produce and use themselves, such as radio projectors and computer for teaching. The importance of audio-visual equipment and teaching and learning, namely 1) Audio-visual equipment can overcome the difference of the previous experience of learners, which is to make them understand similarly, 2) Eliminate the problem of place and time, 3) Gain experience directly from the environment and society, 4) Make learners have the concept that is exactly or as close as possible, 5) Make learners have the original idea completely correct, 6) Arouse interest and want to learn many things, 7) Helps a lot with expectations and creativity, motivates, and stimulates interest, 8) Helps learners move from concrete to abstract and conceptual knowledge, 9) helps learners develop more durable memories, and 10) Develops their thinking continuously (Thanaphongsathorn, 1987).

Audio-visual equipment and building work group of the Faculty of Management Sciences, Suan Sunandha Rajabhat University is a working group responsible for providing audiovisual services and buildings o support teaching, research, seminar training for students, teachers or the general public. From the past operations, there were many problems as follows: 1) Delays in the operation of lending audio-visual equipment due to various reasons such as miscommunication between service providers and service users. Including the delay in returning the equipment, resulting in insufficient resources to meet the demand for use, etc. 2) Technical problems or damage to the audio-visual equipment used in teaching, such as images not showing on the monitor screen from the cause of damaged VGA / AV cables, damaged microphone cables from continuous use, etc. All of these causes affect the teaching or training of the service recipients (Maneewong & Suwunniponth, 2020), causing bad

expectations for the service of educational services of the Faculty of Management Sciences and affecting the reputation of Suan Sunandha Rajabhat University.

Therefore, in order to know the expectations of service recipients which will lead to a change in the form of the service to borrow audio equipment to meet the needs of service recipients to lead to efficient service standards. The researcher therefore sees the importance of studying “Expectation of audio-visual equipment services of students in the Faculty of Management Sciences Suan Sunandha Rajabhat University. This research is a study of audio-visual equipment loan-return services that affect student expectations. The results of the study will be contributed to the analysis to improve the operations of the audio-visual department and building work group of Faculty of Management Sciences in order to achieve service efficiency and meet the needs of service users in the future. The objectives of the research are 1). To study the service of borrowing-returning audio-visual equipment that affect the expectations of student in Faculty of Management Sciences, Suan Sunandha Rajabhat University, 2) To develop guidelines for lending-returning audiovisual equipment services of Faculty of Management Science to be used in the future.

LITERATURE REVIEWS

Service is the heart of the organization that affects the response of the service users to expectation in order to get what they want. Whether it is a government agency that wants people in the country to have service expectations or a business sector that can meet customers to have service expectations leading to good performance. Philip Kotler (1993) has defined service as it is an intangible activity that is presented by one party to the other. It is not owned and such activities may be offered in conjunction with tangible goods. Serirat et al. (2009) have defined services is an activity, benefit or satisfaction that meets the needs of customers such as schools, theaters, hospitals, hotels, etc., which discusses the type of service, the nature of the service and its use, marketing tools, marketing strategies for business and service business management. Kotler and Keller (2006) discuss four key characteristics of a service. *Intangibility*, means the service is a matter that is difficult to touch. Consumers pay more attention to the activity or service process or behavior of the service provider more than anything else and perceive it with a lot of sentiment. *Inseparability* means the service takes place and is consumed at the same time or almost at the same time. Therefore, the perception of the quality of the service will occur during the service. *Variability*, means the variety of service providers, property time of service, etc., causing the service to be inconsistent. *Ability of output*, means the service cannot be stored or maintained since the service has occurred. It is an activity or a continuation of activities performed by a service provider in order to deliver the service to the customer. Kotler (2016) stated that the quality of service is the perception of the consumers 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. The service quality is more difficult to assess than product quality assessment. Perceived service quality is the result of comparison of expectations and real perception of consumers.

METHODS

The target population was regular students both undergraduate and postgraduate who are studying in the first semester of the academic year 2022, and in Faculty of Management Sciences, Suan Sunandha Rajabhat University. A sample of 100 students was obtained using stratified random sampling method by distributing questionnaires to the students who have ever used the service of Audio-visual equipment and building work department of the Faculty of Management Sciences, Suan Sunandha Rajabhat University.

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, is a question about demographic factors such as gender, age and educational background. Part 2 is a questionnaire about the expectation level of audio-visual equipment services, including service procedures. and the service of the staff It is a closed-ended question, with a Likert scale, using the Interval scale, in which the respondents can express their opinions at 5 levels. The results of the confidence check using Cronbach’s Alpha value were between 0.7-1.00 and got the total confidence of 0.864, which passed the reliability criteria (Hair et al., 2010). The data

collection used questionnaires that were tested for the validity and reliability of the questionnaires. Statistics used in the data analysis was 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 multiple regression analysis.

RESULTS

The results of demographic data of 100 respondents classified by variables. It was found that most of the respondents were female, 65 people, representing 65.0 percent, and 35 males, representing 35.0 percent. In terms of age, it was found that most of the respondents were under 20 years old, 65 people, representing 65.0 percent, followed by 20-30 years of age, representing 32 percent, and three people over 30 years old, representing 3 percent, respectively. In terms of education, it was found that most respondents had a bachelor's degree in the amount of 69 people representing 69 percent, followed by master's degrees and doctoral degrees, representing 28 and 3 percent, respectively.

An analysis of the level of expectations towards research and academic services of higher education institutions using the average and standard deviation, the results are shown in Table 1.

Table 1
The descriptive analysis of expectations towards audio-visual equipment services of students in higher education institutions

Expectations towards audio-visual equipment services	Opinion level		
	\bar{x}	S.D.	Interpret
Service process			
1. Procedures for providing services is convenient, fast, not complicated	4.35	.626	most satisfied
2. Get the benefits that match your needs	3.62	.733	Very satisfied
3. Service time/equipment in the research clinic is appropriate	3.73	.672	Very satisfied
4. Providing services with accuracy on time	3.84	.821	very satisfied
Officer's service			
1. Providing service with courtesy, gentleness, and friendliness	4.18	.633	very satisfied
2. Attentive and willing to serve.	4.28	.751	most satisfied
3. Listen willingly to the problems of service users and be ready to make improvements in a timely manner.	3.92	.714	
4. Providing services for fixing problems with audio equipment in the classroom as notified, corrected in a timely manner.	4.00	.611	
overall opinion	4.23	.692	very satisfied

The results of the analysis of the overall expectations towards audio-visual equipment services of students was found that the overall satisfaction was at a very satisfactory level with an average of 4.23. When considering each item, the results of the analysis of important opinions were as follows. Procedures for providing services is convenient, fast, not complicated with an average of 4.35, in the most satisfactory. Providing services with accuracy on time with an average of 3.84, in a very satisfied level. Service time/equipment in the research clinic is appropriate with an average of 3.73, in a high satisfied level. Including Get the benefits that match your needs with an average of 3.62, at a very satisfied level. In the aspect of Officer's service was found that attentive and willing to serve to be attentive with an average of 4.28, in the most satisfied level. Providing service with courtesy, gentleness, and friendliness with an average score of 4.18, in a very satisfied level.

CONCLUSION AND FUTURE WORK

. The results of the study showed that the factor of service process in term of convenient, fast and uncomplicated was at the most satisfied level, in terms of providing services with accuracy on time was at very satisfied level, in term of service time and equipment in the classroom are appropriate was at very satisfied level, and in terms of borrow - return the equipment on time was at very satisfied level. This is consistent with the results of Thiamkaew (2018), Srisontisuk et al. (2019) found that satisfaction with the service quality of the academic resource center in university as a whole and each aspect were at a high level. It shows that the educational service unit pays attention to solving service problems in order to achieve the highest quality for service users. As well as the operation of various work groups, there were meetings to exchange knowledge on various problems and obstacles to find ways to improve service quality because service quality and service user satisfaction are related (Gronroos, 1990; Kotler, 2016).

In addition, the study found that the factor of service staff in term of attentive and willing to serve was at the most satisfied level, in term of providing services with courtesy, gentleness and friendly was at very satisfied level, in term of providing services for troubleshooting audio equipment in the classroom as notified and corrected in a timely manner was at very satisfied level, and willingly listen to the problems of service users and ready to make improvements in time was at very satisfied level. This is consistent with Kotler (2003) stated that the quality of service is the perception of the consumers 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. The service quality is more difficult to assess than product quality assessment. Perceived service quality is the result of comparison of expectations and real perception of consumers.

Recommendations and future work

Recommendations obtained for applying the research results were that audio-visual equipment loan-return services of Faculty of Management Sciences, Suan Sunandha Rajabhat University should pay attention to the accuracy in every point of service. This consistency gives students or users the impression that the service they receive is reliable and they can be trusted. Educational service units should build 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. The service quality must be accurate since the first time and every time have been served. Moreover, in terms of empathy or knowing and understanding the student needs, educational services should have the ability to take care of student according to the different needs of each student. Educational service units should pay attention to every step of the service process, understand the needs of student, ask and give advice to student, including provide friendly and equal care.

Suggestions for further research should be conducted by each educational service unit in order to improve the service quality of each service unit with different services. In addition, it should study of student service needs to be used as a guideline for determining the quality of service that is appropriate and in line with the needs of students, as well as a study of the expectations of staff and faculty members on the service quality of educational service. Moreover, there should conduct a qualitative research study in terms of factors influencing service success with in-depth interviews to obtain more information to issues that are quantitatively studied.

ACKNOWLEDGMENTS

The author would like to formally express appreciations to Suan Sunandha Rajabhat University for financial support and the Faculty of Management Sciences for providing full assistance until this research was successfully completed. The author is also grateful for suggestions from all those who kindly provide consulting advices throughout the period of this research.

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