

# EXPECTATIONS TOWARDS RESEARCH AND ACADEMIC SERVICES OF HIGHER EDUCATION INSTITUTIONS

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## ABSTRACT

Abstract— The purpose of this study was to study teachers' expectation for research and academic service provision, a case study of research and academic service department in Faculty of Management Sciences, Suan Sunandha Rajabhat University. The sample used in this study were lecturers from the Faculty of Management Sciences, Suan Sunandha Rajabhat University, a total of 80 people. The collecting data used questionnaires and statistics used to analyze the data, including percentage, mean, standard deviation. The results of the study revealed that the sample group had expectations for the quality of service equipment/facilities were appropriate with an average of 4.73, at the most expected level. The aspect of receiving benefits meets the needs with an average of 4.62, at the most expected level. The aspect of providing services with politeness, gentleness and friendly with an average of 4.35, at the most expected level. The aspect of providing services process was convenient, fast, not complicated and on time with an average of 4.28, at the most expected level, and the aspect of providing services with accuracy and reliability with an average of 4.18, at a very expected level.

Keywords— Expectations, Higher education institutions, Research and academic services

## INTRODUCTION

The service process may or may not be provided in conjunction with the sale of the product which the service provider creates and delivers to the service recipient for use or convenience at that time or as soon as that service occurs. Gronroos (1990) defines service as an activity or set of activities that are generally intangible. This usually happens when dealing with a customer and a service employee or with tangible resources or goods or the service provider's system which is solving problems for customers. Kotler (2016) defined the meaning of service as an activity or abstract benefit that one party offers to another without the customer having possession of that service concretely. Service quality is difficult to measure as service is intangible therefore makes it more difficult to assess than the quality of the product. The service quality assessment takes place during the process of service delivery and evaluates the results of the service. Perceived quality of service will come from the customer's evaluation process by comparing between the perceived quality of service and the delivery of the service and the result of service delivery compared to expectations of existing customers. Each part of the service process is related and affects the service quality (Leonnard, 2018).

Faculty of Management Sciences of Suan Sunandha Rajabhat University has a policy of supporting professors, personnel, and related parties to produce and disseminate research or creative work with efficiency by focusing on creating research or creative works that will benefit society and the economy as a whole. Research Development and Academic Service Department Faculty of Management Sciences of Suan Sunandha Rajabhat University has a policy to promote and support faculty and students to conduct research continuously and in line with strategy 2: Create academic works to raise the level of local wisdom sustainably. The objective is to increase the capabilities of the faculty and students of the Faculty of Management Sciences in both theoretical research and practice and to have sufficient capacity to publish research results both nationally and internationally. These steps are all important to use knowledge and understanding in every process since the study of the background and importance of the problem, identify the subject to study, and learning how to properly analyze data (Gridwichai, 2022). Especially the selection of tools and statistics suitable for each type of research for the greatest benefit in applying that research. The researchers must study and learn to fully understand in order to conduct research correctly according to academic principles. In addition, knowledge of statistics, which is another important tool that researchers must use in the research process from the data collection stage, data analysis, data interpretation and presentation of data analysis results.

Therefore, the researcher foresees the importance and is interested in studying on satisfaction with research clinic services of teachers and students in universities. The purpose of this study was to study and develop the service of research clinics that affect the satisfaction of teachers and students in universities, in case of Faculty of Management Sciences of Suan Sunandha Rajabhat University, including the service process and service of officials. The results of the study reveal facts that will lead to the development of service models of research clinic services for teachers and students in universities in the future. This can be consistent and beneficial to improve the quality of service, which will increase the potential of researcher for further service development.

## LITERATURE REVIEWS

The quality of service is the perception of the consumer 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 (Kotler, 2016). Parasuraman et al. (1985) found that service quality depends on the difference between passenger expectations and perceptions by using 10 quality measurement criteria to study and create a tool to measure service quality called "SERVQUAL" (Service Quality). There are some factors that are complicated, therefore, the quality of service has been assessed to be appropriate by combining them with only 5 important factors (Parasuraman et al., 1988). *Tangibility* refers the service quality can be assessed by comparing the actual services received that the service will enable passengers to assess the quality of services such as buildings, facilities, and other facilities, including the dress of the service provider, etc. *Reliability* means building 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, including the service quality must be accurate since the first time and every time have been served. *Responsiveness* refers to the readiness and effort to provide service with a willingness while responding to the needs of passengers quickly, including assistance and responsibility for errors and problems. *Empathy* refers paying attention of every step of the passenger service process, understand the needs of passengers, ask and give advice to customer, including provide friendly and equal care. *Assurance* refers the service provider must give confidence to passengers with knowledge and experience of good service, reliability, friendliness.

The importance of publishing academic articles is according to the terms of capital, qualifications of applicants for scholarships, requesting for academic titles and a condition for graduation. The process of preparing a research article for publication in the journal is something that the researcher must study in detail as follows:

1. Prepare a plan for publishing research results in journals in advance since planning the research and study the information of interested journals which the level of accreditation the journal meets the required criteria. The research topic and methodology are consistent with the guidelines of the desired journal. How much budget does it cost to apply for publication in the journal and subscription fee for the journal to plan the budget in advance.

2. When the research is completed, the articles should be prepared for publication in accordance with the guidelines set by the journal you want to publish, which should strictly follow the requirements because it affects the acceptance of the publication.

3. Write a research article that is continual and connected across the subject and emphasizing the outstanding points that need to be presented to the readers.

4. Read, review, check the accuracy of the content, research methodology, reference writing and bibliography according to the system specified by the journal or have others both inside and outside the field read to check the content and language used in the research before submitting.

5. Submit articles for publication. and follow-up periodically by the editors of the journal. If there are any corrections, the editors of the journals will return many manuscripts. Authors should promptly make corrections according to the recommendations of the journal's experts (reviewer) and submit them at the time specified by the journal. Then it should follow up on responses which may be sent back for revision. Authors must be self-willed to edit in order to be published in an accredited journal even if the article is rejected. But there is a possibility of acceptance from other journals and when the article has been revised.

6. How to submit the article, research should study the method of submitting the article, for example, send all data as a file via email or submit online and send the researcher's photo file and pictures of research activities with captions as an additional appendix (if any).

Publishing in academic journals is the most widely accepted publication. Those who submit manuscripts to be published in journals, researchers can register and submit manuscripts for publication and follow up on each journal's website. The result of the editor's consideration is either acceptance for publication or return for revision or may be rejected.

## METHODS

The target population was teachers and students who come to use the clinic service of Faculty of Management Sciences, Suan Sunandha Rajabhat University. A sample of 100 students was obtained using simple random sampling method. 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

### *Descriptive 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 research and academic services of higher education institutions**

Expectations towards research and academic services	Opinion level		
	$\bar{x}$	S.D.	Interpret
<b>Service process</b>			
Procedures for providing services is convenient, fast, not complicated	4.35	.626	most satisfied
Get the benefits that match your needs	3.62	.733	Very satisfied
Service time/equipment in the research clinic is appropriate	3.73	.672	Very satisfied
Providing services with accuracy on time	3.84	.821	very satisfied

Expectations towards research and academic services	Opinion level		
	$\bar{x}$	S.D.	Interpret
<b>Officer's service</b>			
Providing service with courtesy, gentleness, and friendliness	4.18	.633	very satisfied
Attentive and willing to serve.	4.28	.751	most satisfied
<b>overall opinion</b>	<b>4.23</b>	<b>.692</b>	very satisfied

The results of the analysis of the overall satisfaction of the research clinic service 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 analysis of the overall satisfaction of the research clinic service was found that the overall satisfaction was at a very satisfactory level. When considering each item, the results of the analysis of important opinions were as follows. Procedures for providing services is convenient, fast, not complicated in the most satisfactory. Providing services with accuracy on time with a very satisfied level. Service time/equipment in the research clinic is appropriate with a high satisfied level. Including Get the benefits that match your needs with a very satisfied level. In the aspect of Officer's service was found that attentive and willing to serve to be attentive with the most satisfied level. Providing service with courtesy, gentleness, and friendliness with a very satisfied level. This is consistent with the results of Thiamkaew (2018) 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. Moreover, the results were consistent with partial study of Srisontisuk et al. (2019) indicated that there were three service quality factors that can predict the satisfaction of international students, namely tangibility, responsiveness, and empathy. 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). This was consistent with the idea of Gronroos (1990) states that perception is very important to customer satisfaction. Perceived quality arises from service providers being able to provide services that meet customer expectations. The service recipient will consider comparing between the actual service received and the expected service. If compared, the perceived service was obtained at or above the expected service. Service recipients will be satisfied. But on the other hand, if the perceived service is lower than expected service. Service recipients will not be satisfied. In addition, with the concepts of Parasuraman et al. (1985) and Lovelock (1996), it shows that educational services have a trustworthy service quality or reliability which is the ability to provide services in accordance with the promises made to the service recipients. This consistency gives clients the impression that the service they receive is reliable and they can be trusted. In terms of empathy or knowing and understanding customers, it shows that educational services have the ability to take care of clients according to the different needs of each client.

### *Recommendations and future work*

From the results of the study analyzing the expectation of research clinic services of teachers and students of the Faculty of Management Sciences got to know the important issues in order that they should be developed and promoted in order to better respond to the needs of service users both in terms of service quality and the duration of the operation of the staff Including aware of the important issues in the quality of service that has been accepted. As well as the period of operation that should be corrected develop efficiency is accepted by service users and

stakeholders. It can be used as information for preparing job tasks in the Job Description in order to set and raise the standards of work to have a system, regulations, and build a reputation for the Faculty of Management Sciences and further universities.

Suggestions for further research should study research clinic services of student 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 satisfaction of teachers and staff on the service quality of research clinic. 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.

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