

A STUDY OF SERVICE QUALITY SATISFACTION TO GRADUATE STUDENTS ACADEMIC YEAR 2022 IN VISAL ARTS AND DESIGN, FACULTY OF FINE AND APPLIED ARTS SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research has the objectives: 1. To examine the satisfaction levels regarding the service quality in the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. 2. To investigate the issues and recommendations provided by the service users concerning the quality of service in the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. 3. To utilize the satisfaction findings for the development of service-related tasks within the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. This research is a quantitative study utilizing purposive sampling. The selected sample includes 10 graduate-level academic support staff members and 19 master's degree students majoring in Visual Arts and Design. The research utilized questionnaires as a tool for data collection and analyzed the data using percentages, frequency, mean, and standard deviation. The study revealed that the majority of participants were female, aged between 31-40 years, married, with a completed bachelor's degree education. They were predominantly students and had an income range of 35,001 - 40,000 Baht. There is a high level of satisfaction with the service provided to graduate students in the academic year 2022, majoring in Visual Arts and Design at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. Overall, there is a high level of satisfaction, particularly in terms of facilities, service processes, service channels, and the performance of service personnel. The findings from this research can be employed to enhance the quality of services for students effectively. This can be achieved by emphasizing systematic and modern procedures to provide more efficient, convenient, and prompt services to students. Additionally, it instills confidence in students opting to pursue studies in visual arts and design within the Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University.

Keywords: Satisfaction, Quality, Service

INTRODUCTION

The Faculty of Fine and Applied Arts has developed graduate-level programs that align with knowledge in the arts and design, playing a crucial role in local development, community building, and fostering social, economic, cultural, and technological relationships. The faculty emphasizes producing graduates with academic, innovative, and creative expertise. The Master of Fine Arts program provides opportunities for advanced studies, focusing on graduates with comprehensive knowledge in social, economic, and cultural aspects. The current global situation with COVID-19 has impacted teaching, learning, and work for students and staff. The World Health Organization's declarations have disrupted regular teaching and examination procedures. Developing a flexible teaching system that works in both normal and emergency situations is crucial for the success of the program. The Department of Arts and Design strives for excellence in teaching, catering to the diverse needs of students with a strong emphasis on

responsive services for maximum success. (Jaturongkakul A.,1999) Service is considered paramount, with strategies for excellence encompassing comprehensive information resources, clean environments, quality staff, effective communication, and assessment of user satisfaction. (Pahasing,B.,Girdwichai,P.,Kulwanich, A., Siriyanun, S.(2022). The 2025 survey revealed issues such as communication delays, unstable information systems, and document submission problems. Addressing these issues is a critical focal point for further development to achieve the program's objectives. The commitment to improvement arises from an awareness of user needs and feedback, aiming to create a favorable learning environment and successful service delivery. (Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N.,2002). The identified reasons and issues are essential for understanding user requirements in the Arts and Design department. The researcher believes that developing and enhancing service quality is necessary to meet user needs. The study of graduate student satisfaction in 2025 will be vital data for guiding improvements and enhancing service quality. The researcher intends to utilize the information from this study to increase the effectiveness and quality of services, meet user needs comprehensively, and elevate the reputation of the Arts and Design department in the future.

RESEARCH OBJECTIVES

1. To examine the satisfaction levels regarding the service quality in the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University
2. To investigate the issues and recommendations provided by the service users concerning the quality of service in the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University
3. To utilize the satisfaction findings for the development of service-related tasks within the Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University

LITERATURE REVIEW

Concepts about service quality

The concept of service quality is pivotal in evaluating the service level provided by service providers to their customers. It is closely tied to the needs of customers seeking services. The service quality audit, as proposed by Lewis and Bloom in 1983, centers on delivering quality service based on customer expectations of service provider performance. Service quality comprises two primary characteristics: Technical Quality, which pertains to the outcomes customers derive from services, and Functional Quality, which can be evaluated through the methods and processes involved in service provision, emphasizing the ability to respond to customer needs (Gronroos, 1990). Service businesses exhibit specific features that require consideration, such as intangibility, where services cannot be physically touched but are experiential, adding complexity to marketing and satisfaction. Variability Heterogeneity underscores the unstable quality of services, influenced by staff and service timing. Inseparability highlights the simultaneous occurrence of service consumption and production processes, while Perishability indicates that services cannot be preserved like tangible goods, necessitating efficient service planning. Therefore, effective service business management must account for these characteristics to craft a positive service experience and aptly address customer needs (Navaratana Na Ayutthaya T., 2004). Service quality is a concept that emphasizes development and management efforts to create a positive and satisfying experience for customers in an organization's service delivery process. The significance of this concept is widely acknowledged in the business and service sectors. The service quality concept

encompasses providing services that meet the needs of customers, responding promptly to customer requirements, and developing resources related to service delivery. (Zeithaml, V. A., Parasuraman, A., & Berry, L. L., 1990).

Service Quality Indicators

Concepts about service quality indicators emphasize the customer's perspective in evaluating the quality of the service received. Service quality indicators are often used to measure and evaluate service performance according to established standards. Here are the main concepts (Gronroos, C., 1982). Perceived Service Quality (PSQ) takes into account the perception of service quality from the customer's perspective, which is the result of the customer's experience and expectations of that service. Total Perceived Quality (TPQ) This concept includes expectations (Expected Quality) and actual quality (Experienced Quality), reflecting the satisfaction of the customer. Expected Quality is the expectation that the customer has about the service before receiving it. Experienced Quality is the feeling or experience that the customer actually receives from providing services.

RESEARCH METHODOLOGY

This research is a quantitative study involving a purposive sampling method. The selected sample comprises 10 graduate-level academic support personnel and 19 master's degree students majoring in Visual Arts and Design. A questionnaire was employed as the data collection tool, designed in an open-ended format. To ensure the questionnaire's quality, the researcher conducted tests for both content validity and reliability. The analysis of the questionnaire data involved basic statistical measures, including percentages, mean calculation, and standard deviation.

RESULT

This research is a study of service quality satisfaction to graduate students academic year 2022 in Visual Arts and Design, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. The personal data of the graduate service recipients, totaling 29 individuals, indicate that the majority are females with ages ranging between 31-40 years, married, with an income of 35,001 - 45,000 Baht, holding a bachelor's degree, and employed as students. This is consistent with the research by Pajjanon T. (2020) on service quality that affects satisfaction of customers of Gourmet Market, The Mall Department store Bankapi branch. The data analysis revealed that the opinions on overall service quality are at a high level. The analysis of satisfaction with the service provided to graduate students in the academic year 2022, in the field of Visual Arts and Design, reveals an overall high level of satisfaction ($\bar{x} = 4.33$, S.D. = .599). When considering individual aspects, high levels of satisfaction are observed in facilities ($\bar{x} = 4.35$, S.D. = .562), service processes ($\bar{x} = 4.33$, S.D. = .611), service channels ($\bar{x} = 4.32$, S.D. = .626), and service personnel ($\bar{x} = 4.32$, S.D. = .562) respectively. The findings are in line with the research conducted by Thiamkaew N. (2018, p. 68-71) on studying satisfaction with the quality of services at the University Information Service, Maharakham University, for the academic year 2017. The study revealed that service users generally had a high level of satisfaction. The investigation into the issues and suggestions made by service users regarding service quality covered five aspects, including information resources, service processes, service personnel, facilities and amenities, and public relations. The results from this research can be used to effectively enhance the quality of services provided to students. By emphasizing systematic work and modern procedures, the service to students can be more efficient and effective. This ensures that students receive services more conveniently and quickly. Additionally, it builds confidence for students who choose to study

Visual Arts and Design within the Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University, and this improvement has been significant.

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