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**THE SATISFACTION TOWARD SERVICE QUALITY OF THE
SECRETARY OFFICE, FACULTY OF PUBLIC HEALTH,
KASETSART UNIVERSITY CHALEMPHRAKIAT
SAKONNAKHON PROVINCE CAMPUS, THAILAND.**

Sunisa Kimyong*, Kullanun Sripongpun**

**Graduate Student of Kasetsart University, Thailand*

E-Mail: sunisa.kim@ku.th

***Department of Business Management, Faculty of Liberal Arts and Management Science,
Kasetsart University, Thailand*

E-Mail: kullanun.s@ku.th

ABSTRACT

This study aimed to investigate the influence of personal factors and the information perception on service quality and the impact of service quality on satisfaction of the secretary office, Faculty of Public Health, Kasetsart University Chalemphrakiat Sakon Nakhon Province Campus (FPH, KU.CSC). Data were collected from 300 students, who enrolled at FPH, KU.CSC. Descriptive statistics: frequency, percentage, mean and standard deviation were used to describe the basic features of the data in the study. Reference statistics, multiple regression analysis, t-test and one-way ANOVA were used for hypotheses testing. The result showed that sex was significantly different in 2 dimensions of service quality (tangibility and assurance). Class level was significantly different in all 5 dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy), while major of study not significantly different. In addition the information perception (1. From which sources that information about services was informed to the clients, 2. In what public relation channels that the clients prefer to receive the information, 3. What types of information that influence the decision to receive the service and 4. In what channels that the clients want to receive the information from the administrative office) had no influence over all 5 service quality dimensions however the information perception (the consistency of receiving the information) had the influence to all 5 service quality dimensions. In addition, 3 dimensions of service quality of the secretary office in term of responsiveness, assurance and empathy impacted on user's satisfaction. The findings of this research can be used to apply for improving of staff performance to achieve work efficiency and follow the management strategy of the organization.

Keywords : Service Quality, Satisfaction, Information perception.

INTRODUCTION

Currently, government sectors pay its attention to the service quality to support and uplift the service system to serve all Thai citizens. Various easy-access innovations are created to increase the efficiency of the service which later lead to the more satisfaction of the users. Quality service is the outcome of two main sectors, on the one hand, the integrated administrative development among the federal government, regional government agencies and local government organizations using civil state mechanism for designing the structure and administrative system to mobilize the national strategies on the other hand, the integrated civil service assessment to increase the potential of government agencies to move the country forward through policies to have an effective and rapid working process, reduce some

unnecessary protocols and increase the efficiency and productivity of the whole system by Office of the Public Sector Development Commission [11].

Faculty of Public Health (FPH) is one of the faculties under Kasetsart University, Chalermprakiat Sakon Nakhon Province Campus (KU.CSC). The duties are to produce graduates, conduct and develop researches, provide academic services regarding public health and health science to the community and conserve the richness of cultures. Another inevitable duty of the faculty is to broaden education opportunities to the region to support the government policy by producing medical and public health personnel to allocate sufficient public health service to people. FPH is divided into 1 office and 2 departments namely 1) the Administration Office, 2) Department of Public Health Administration and 3) Department of Community Health. The administration office' duties are to support the faculty's academic activities to meet the university and faculty's missions. The office is divided into 4 divisions namely 1) Documentation Administration, 2) Research and Academic Service, 3) Academic Service for Students and 4) Corporate Communication. Each division faces various dilemmas i.e. the academic service for students has to deal with the students' requests, academic certificates and transcripts through complicate documentation regulations which delays the process, students might not fully understand the regulation and document submission process. Another problem is the miscommunication when coordinating between lecturers and students. Many meetings and personnel trainings were arranged to find solutions to reduce the abovementioned problems and to uplift the services quality using modern technology to create the highest satisfaction rate among its clients.

From the abovementioned dilemmas, it draws the researcher's interest to conduct the study regarding satisfaction factors providing by the Administration Office, FPH, KU.CSC. The findings from this study can be used as a guideline for improving the service quality to benefit students and developing more accurate, effective and up to the minute data service system in the future. This study aims to investigate the influence of personal factors and the information perception toward the satisfaction of the services provided by the Administration Office, FPH, KU.CSC.

LITERATURE REVIEW

Demographic Factors

Characteristics of demography are the information relating to a person such as age, profession, sex, income, education, religious and race etc. This information has directly affected to the consumer behaviors. In general, marketing experts will use these as their fundamental data when considering the marketing segmentation by related them with the needs, the likes and the consumption rate Schiffman & Kanuk [2].

Information Perception

The perception is the process that a person intentionally expose himself to receive information to understand the meaning. They also added that during the exposure stage, the consumers will receive the information through all 5 senses namely seeing, hearing, smelling, touching and tasting. Next, the attention stage occurs when the consumer draws the intention to the stimulus and the last stage is the comprehension stage when the consumer is figuring out the meaning from the stimulus and decode the meaning out and understand it Mowen, & Minor [4].

Service Quality

The service quality is the amount of services that beyond and meet the clients' expectation. Service quality can be categorized into 5 different dimensions as 1) Tangible is a

physical feature that illustrates the convenience; modern tools or apparatuses that come into play when providing service, the uniform, good personality, active manner of a staff etc, 2) Reliability is the ability to serve in the timeframe that the service provider has promised to a client and the service is correct, appropriate and consistent, 3) Responsiveness is when the service provider is willing to professionally, fairly, friendly and quickly provide their service to respond to the clients' needs, 4) Assurance is when the service provider serves its clients with politeness, smile and able to give clear information in which create the confident to the clients that they will receive the service that meet the standard and 5) Empathy is when the service provider expresses the understanding, caring and pay the attention to the clients' requirements with sufficient numbers of customer care staff Zeithaml, Parasuraman, & Berry [3].

Satisfaction

Concluded the six combinations of satisfaction of the clients as 1) The satisfaction toward the convenience from the provided service, 2) The satisfaction toward the information received from the service, 3) The satisfaction toward the collaboration of each unit of a service provider to fulfill the service to a client, 4) The satisfaction toward the caring i.e. the quality of the service, 5) The satisfaction toward the courtesy of staff i.e. friendly manner, showing attention and care to the needs of the clients and 6) The satisfaction toward the expenses that causes by receiving the service Aday & Anderson [1].

CONCEPTUAL MODEL AND HYPOTHESES

After reviewing related theories and literatures, there are five hypotheses in this study

H1: Different sexes show different opinions about service quality satisfaction

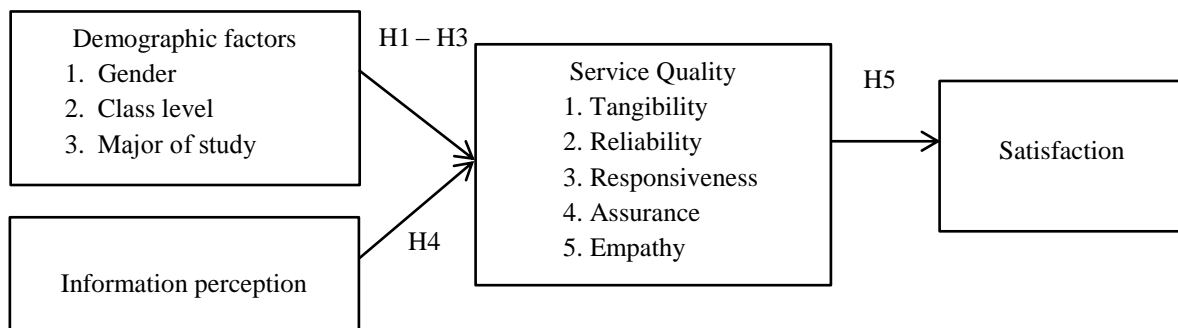
H2: Different levels of the study year show different opinions about service quality satisfaction

H3: Different academic majors show different opinions about service quality satisfaction

H4: Information perception has an influence over the service quality

H5: Service quality has influence on the satisfaction of the service

Figure 1
A conceptual model of research



RESEARCH METHODOLOGY

Population of this study was randomly selected using probability sampling and stratified sampling method from students who are now studying at FPH, KU.CSC in the academic year 2019. 300 students from different years of study, 62 freshmen, 76 sophomores, 63 juniors and 99 seniors were selected. After consulting with experts and reviewing related literature, a questionnaire was designed to collect the data and it was tried-out by piloting with 30 FPH students to find its reliability value using Cronbach's Coefficient Alpha as Hair et al. [5] explained that the accepted reliability value should not lesser than 0.70.

Table 1
Result of measure validation

Items	Cronbach's Alpha
Service Quality	
1. Tangibility	.816
2. Reliability	.777
3. Responsiveness	.748
4. Assurance	.850
5. Empathy	.853

RESULTS

The descriptive statistics

Majority of the 250 respondents were female (83.30%). Majority of the 99 respondents were in their senior year (33%) and majority of 224 respondents were from community health major (74.70%).

Hypothesis testing

In this study, correlation analysis was used to find the relationship among variables and multiple regression analysis was used to test the hypotheses. These following abbreviations were used when testing the hypotheses.

- SX - Gender
- CL - Class level
- MJ - Major of study
- IP - Information perception
- SQ1 - Tangibility
- SQ2 - Reliability
- SQ3 - Responsiveness
- SQ4 - Assurance
- SQ5 - Empathy
- SV - Satisfaction

Table 2
Results of t-test

Variable	Dependent Variable									
	SQ1		SQ2		SQ3		SQ4		SQ5	
	t	Sig.	t	Sig.	t	Sig.	t	Sig.	t	Sig.
SX	3.01	0.00	1.45	0.15	1.01	0.31	2.20	0.03	1.42	0.16

Remark: P<0.05

From table 2, after testing the hypotheses it was found that different sexes had no opinion differences toward the service quality in terms of reliability, responsiveness, empathy. However, there were 0.05 significant differences in terms of tangibility and assurance.

Table 3
Results of One-Way ANOVA

Variable	Dependent Variable									
	SQ1		SQ2		SQ3		SQ4		SQ5	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
CL	6.68	0.00	4.25	0.00	6.62	0.00	6.67	0.00	5.71	0.00
ML	1.92	0.17	0.97	0.33	0.04	0.85	0.026	0.87	0.51	0.47
IP1	1.41	0.22	0.32	0.01	0.57	0.73	1.60	0.16	1.54	0.18
IP2	4.75	0.00	3.71	0.01	5.18	0.00	4.27	0.01	2.86	0.04
IP3	0.86	0.51	0.43	0.83	0.88	0.49	0.07	1.00	0.12	0.99
IP4	0.87	0.48	0.41	0.80	1.13	0.34	0.06	0.99	0.35	0.84
IP5	0.09	0.99	0.13	0.97	0.49	0.75	0.18	0.95	0.81	0.52

Remark: P<0.05

From table 3, the hypotheses testing results can be summarized as followed

Different class level had different opinions toward 5 categories of service quality in terms of tangibility, reliability, responsiveness, assurance and empathy at the statistically significant level 0.05.

Different academic majors had no difference in opinion toward 5 categories of service quality in terms of tangibility, reliability, responsiveness, assurance and empathy at the statistically significant level 0.05.

The information perception (1. From which sources that information about services was informed to the clients, 2. In what public relation channels that the clients prefer to receive the information, 3. What types of information that influence the decision to receive the service and 4. In what channels that the clients want to receive the information from the administrative office) had no influence toward 5 categories of service quality. On the contrary, the information perception (the consistency of receiving the information) had the influence toward 5 categories of service quality in terms of tangibility, reliability, responsiveness, assurance and empathy at the statistically significant level 0.05.

Table 4
Correlation analysis between independent variables

	SQ1	SQ2	SQ3	SQ4	SQ5	SV
\bar{x}	3.87	3.98	3.89	3.99	4.01	3.95
S.D.	.58	.56	.57	.57	.60	.53
SQ1	1					
SQ2	.67**	1				
SQ3	.65**	.70**	1			
SQ4	.66**	.64**	.67**	1		
SQ5	.60**	.62**	.65**	.76**	1	
SV	.61**	.61**	.67**	.71**	.70**	1

Remark: ** Statistically significant level 0.01

Correlation analysis results are presented from table 4 which can explained the relationship between the variables. Hair et al. [5] explained that the relationship between independent variables should not higher than .80. If the value is higher than .80, it could be assumed that there may be the some relationship between independent variables (Multicollinearity). Thus from the portrayed data the highest value of relationship between independent variables was .76 so the variables could be used in multiple regression analysis to test the hypotheses.

Table 5
Results of multiple regression analysis

Variable	Dependent Variable	
	SV	
	β	Sig.
SQ1	0.08	0.10
SQ2	0.07	0.21
SQ3	0.19	0.00
SQ4	0.24	0.00
SQ5	0.24	0.00

Remark: P<0.05

From table 5, after testing the hypothesis it showed that the service quality had no influence toward 2 satisfaction factors in terms of tangibility and reliability, however had the influence over the satisfaction factors in terms of clients' responsiveness, assurance and empathy with the statistically significant level 0.05.

CONCLUSION

From this study, the findings portrayed that different sexes had different opinions in service quality in two dimensions: tangibility and assurance with the statistical significant level 0.05. In other word, it explained that male students had more opinions toward the services more than female students regarding these issues: available waiting seats, the tidiness and convenience of the office when visiting and the courtesy and politeness of staff when interacting and the willingness to solve problems, giving explanation about rules and regulations. This might be because there are the emotional differences between male and female students that influence their

opinions and how they use the language, in addition females are likely to have more reliability characteristic, more affection and have better command of when using the language for communication. The findings concurred with Deeprasertvit [7] Satisfaction of Administrative Court Staff to the Service Quality of the Operation and Customer Service Division, Chang-Wattana Government Center, TOT Public Limited Company that the staff with different sexes had no difference opinion toward the service quality as a whole but when looking in each factor it was found that there was the statistically significant differences in terms of responsiveness with the level 0.05.

Findings also illustrated that different class levels expressed different opinions regarding the service quality as a whole and at each factor in terms of tangibility, reliability, responsiveness, assurance and empathy at the statistically significant level 0.05. Here it can be said that freshmen, sophomores, juniors and seniors visit the office with different demands and to have different types of service and consult different staff therefore their views regarding service quality are rather different however the study by Khamsuan [6] about the problems and service quality of the Office of the Registrar, Kasetsart University with students from four different class levels and the findings showed that these students from all class levels has no opinion differences toward the service quality with the statistic significant level 0.05. In other word, students from all class levels faced the similar problems such as long queuing, problems when asking for academic documents, unable to register into a class because the offered classes were not enough etc. Thus when they faced similar problems, these made they shared no opinion differences.

Another finding from this study showed that students from different academic majors had no opinion differences in all 5 dimensions in terms of tangibility and reliability however had the influence over the satisfaction dimensions in terms of clients' responsiveness, assurance and empathy with the statistical significant level 0.05. The result, however, did not response to the set hypothesis. The reason of this opinion indifference may be because students were visiting the office because they needed the service with the same issue and usually met a staff that took care of that particular issue. This finding concurred with Pichayaprapapat [8] which study the service quality of the Graduate School Office, Sakon Nakhon Ratchabhat University and the result showed that the students from different academic majors had no opinion differences toward the service quality with the statistical significance level 0.05.

Besides, in terms of information perception (the consistency of receiving the information) had the influenced on the 5 service qualities with statistical significance level 0.05. It can be explained that the consistency of receiving the information has an impact to the service quality however, the information perceptions i.e. from friends, circular letters, pamphlet, advertising boards, faculty's website and Facebook etc. These public relation channels may be too traditional and students were not really interested in. Additionally the staff had paid their close attention in giving consultants to students since their freshman year which created trustworthy among students. This finding concurred with Naulmeesri [10] about the influence of advertising formats to promote the exercise for good health policy, Department of Health to their personnel's information perception. The findings of this study showed that 13 advertising formats such as advertising board, poster, circular letter, pamphlet and so on had no influence on the information perception in 4 factors: their exposure, their attention, their perception and their choice to select to memorize the information with the statistical significance level 0.05. It could be said that staff at the Department of Health chose to open their mind to the media or the advertising formats that are up-to-date and with the help of current technology, new types of media have been vastly created and they can be used as useful tools for advertising. In addition, these types of advertising mediums suit the belief in the staff themselves to analyze the information that they think are legitimated.

Finding also illustrated that the service quality had the influence toward the satisfaction in 3 dimensions: responsiveness, assurance and empathy with the statistically significance level 0.05.

It can be said that the service quality had the influence to the clients' satisfaction when receiving the service that is rapid, with readiness and willingness with nice tone of voice and politeness, with the ability to track and solve the problems with rule and regulations and ready to listen to the clients' complaints. The clients also want to be assured that they have full, complete and correct service. This part of the finding concurred with Changwetchay [9] about the service quality that influence the satisfaction of BTS sky train passengers in Bangkok. The result of this study showed that service quality influenced to 3 satisfaction factors: reliability, assurance and empathy with the statistical significance level 0.05. This responses to the hypothesis and explain that the punctuality when delivering service as promised to the clients, the service quality in which correct, appropriate and consistent, having sufficient staff to serve and willing to handle problems with their care in friendly manner, treating all clients equally without giving clear privilege to a particular group or a person are important parts of the service quality.

Lastly, there are some suggestions for the future studies that the samplings are to be changed to the bigger group such as the whole staff who work at KU.CSC. More variables such as problems and obstacles when providing the service, expectation and satisfaction and factors that have the influence over the satisfaction should be studied. Additionally, as this study is a quantitative one, in the future there should be the in-depth interview to collect more data and exchanging the points of view toward the service quality with the clients. This may broaden more perspectives and receiving more useful facts.

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