

# Satisfaction of Service Recipients with Procurement Services for Supplies and Equipment at the Faculty of Management Science, Suan Sunandha Rajabhat University

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## Abstract

The purpose of this study was to examine the satisfaction of service recipients with procurement services for supplies and equipment at the Faculty of Management Science, Suan Sunandha Rajabhat University. Using a quantitative descriptive research design, data were collected from 150 faculty and administrative staff who had experience using procurement services. A structured questionnaire, based on the SERVQUAL model, was employed to measure satisfaction across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Descriptive statistics, t-tests, one-way ANOVA, and Pearson correlation analysis were conducted to analyze the data. The results indicated that overall satisfaction with procurement services was high ( $M = 4.10$ ,  $SD = 0.52$ ), with responsiveness, reliability, and assurance being the most influential dimensions. There were no significant differences in satisfaction based on gender or role, but frequency of service use significantly affected satisfaction. Correlation analysis confirmed that all SERVQUAL dimensions were positively associated with overall satisfaction, with responsiveness showing the strongest relationship. The findings suggest that while procurement services are generally effective, improvements in tangibles and empathy could further enhance user satisfaction. These insights provide practical guidance for optimizing procurement operations to support faculty and administrative staff efficiency.

**Keywords:** Procurement services, Service recipient satisfaction, SERVQUAL, Higher education

## 1. Introduction

### 1.1 Principles and Rationale

Procurement services play a critical role in supporting the operational efficiency of higher education institutions by ensuring that academic and administrative staff have timely access to necessary supplies and equipment. Effective procurement processes contribute to resource availability, cost efficiency, and overall satisfaction among service recipients, which can positively affect staff performance and institutional productivity (Abdullah, 2018). In contrast, delays, inaccuracies, or inefficiencies in procurement services can disrupt work processes, reduce staff morale, and create dissatisfaction, emphasizing the importance of evaluating

service quality and user satisfaction in procurement operations (Nguyen & Le, 2021; Parasuraman et al., 1988).

At the Faculty of Management Science, Suan Sunandha Rajabhat University, procurement services manage the acquisition of a wide range of supplies and equipment necessary for teaching, research, and administrative activities. These services include budget planning, purchase requests, supplier coordination, and delivery management. Satisfaction with these services is influenced by several factors, including service reliability, responsiveness, assurance, tangibles, and empathy, which align with the SERVQUAL framework commonly used to assess service quality in organizational settings (Parasuraman et al., 1988; Muknoon, 2025).

Previous research has demonstrated that user satisfaction with procurement or administrative services is closely linked to operational efficiency, transparency, and staff engagement. For example, studies in higher education institutions in Thailand and other countries indicate that the accuracy, timeliness, and professionalism of procurement staff are significant predictors of satisfaction (Stankovska et al., 2024; Nguyen & Le, 2021). However, empirical research specifically examining the improvement of the document processing for financial and accounting disbursement in Thai universities remains limited, particularly from the perspective of faculty staff and users of the services (Kunyeat & Kanchanopast, 2025).

Understanding service recipient satisfaction with procurement services at the Faculty of Management Science is essential for identifying strengths and weaknesses in the procurement process. This assessment provides actionable insights for improving service quality, enhancing operational efficiency, and supporting a positive working environment. Consequently, this study aims to investigate the satisfaction of service recipients with procurement services for supplies and equipment, focusing on key service quality dimensions and identifying areas for improvement to better meet the needs of the faculty community.

## **1.2 Research Objective**

The following specific research objectives have been formulated:

1. To assess the overall level of satisfaction of service recipients with procurement services for supplies and equipment at the Faculty of Management Science.
2. To evaluate satisfaction across the five SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy within the procurement process.
3. To identify demographic factors (e.g., position, frequency of service use) that may influence satisfaction with procurement services.

## **2. Literature Review**

### **2.1 The Role of Procurement Services in Organizational Efficiency**

Procurement services are fundamental to organizational operations, especially in institutions like universities, where timely and accurate acquisition of supplies and equipment ensures smooth academic and administrative activity. Efficient procurement supports cost control, resource availability, and higher institutional performance (Utakarn, 2024). In higher education contexts, inefficient procurement processes often lead to delayed deliveries, misallocation of resources, and user dissatisfaction.

## 2.2 Procurement Efficiency and Service Recipient Satisfaction

Research in Thai higher education emphasizes the relationship between procurement efficiency and satisfaction. Utakarn (2024) studied public universities and found that improved procurement planning, administration, and internal control positively correlate with procurement efficiency. As users experience more efficient processes, their satisfaction with procurement services tends to improve. In addition, Kwansuksri and Nagamatsu (2023) analyzed procurement satisfaction in a business group context, identifying that quality, accuracy, and delivery timeliness strongly influence recipient satisfaction. Their findings underscore that procurement service recipient value not just cost but also delivery reliability and quality consistency.

## 2.3 Service Quality Frameworks Applied to Procurement

Service quality models like SERVQUAL have been widely adopted to assess satisfaction in service environments—including procurement. Parasuraman, Zeithaml, and Berry's (1988) model, structured around five dimensions (tangibles, reliability, responsiveness, assurance, and empathy), offers a robust framework for evaluating procurement services. In administrative and support functions, responsiveness, reliability, and assurance are particularly critical, as recipients often rely on procurement units for budget-sensitive, mission-critical purchases.

## 2.4 Contextual Studies on Procurement Satisfaction in Higher Education

Empirical studies in university settings further shed light on user satisfaction with procurement services. For example, at Mahidol University International College, a survey of staff using procurement services revealed that satisfaction was “moderate to good,” with age and length of work influencing perceptions of service quality (Sawitree & Natcha, 2016). Additionally, research on the adoption of electronic procurement systems (e-GP) in Thai public universities shows that system acceptance impacts satisfaction. Kaewa-Ampha and Ketumanechairat (2020) found that personnel's acceptance of e-GP is influenced by perceived usefulness and ease of use, which in turn affect their satisfaction with the procurement process. These studies suggest that both traditional procurement method performance and the digital transformation of procurement significantly affect how service recipients perceive quality.

## 2.5 Implications for Service Recipient Satisfaction

Drawing from the above literature, several themes emerge that are relevant to satisfaction of service recipients in procurement services for a faculty:

*Responsiveness and Reliability:* Procurement units must ensure timely responses to user requests and reliable delivery of ordered items. These dimensions are strongly connected to satisfaction (Kwansuksri & Nagamatsu, 2023; Parasuraman et al., 1988).

*System Modernization:* Adoption of e-procurement (e-GP) systems can improve efficiency but must be user-friendly, and staff must be adequately trained; otherwise, system complexity may reduce satisfaction (Kaewa-Ampha & Ketumanechairat, 2020).

*Transparency and Assurance:* Clear communication, trust in procurement staff competence, and open procedures bolster user confidence (Parasuraman et al., 1988).

*Process Governance:* Strong internal controls and procurement planning support efficiency, but overly rigid processes can hamper speed and flexibility, affecting satisfaction negatively (Utakarn, 2024; Hirunwathit, 2019).

### 3. Research Methodology

This study employed a quantitative descriptive research design to examine the satisfaction of service recipients with procurement services for supplies and equipment at the Faculty of Management Science, Suan Sunandha Rajabhat University. A descriptive approach was chosen because it allows the systematic collection and analysis of data to describe satisfaction levels and identify factors influencing perceptions of service quality (Creswell & Creswell, 2018). The SERVQUAL model (Parasuraman et al., 1988) was utilized to measure satisfaction across five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

#### 3.1 Population and Sample

The population consisted of all faculty staff and administrative personnel who have utilized procurement services for supplies and equipment at the Faculty of Management Science. Using purposive sampling, participants were selected based on their experience with the procurement unit to ensure that respondents could provide informed evaluations of service quality. A total of 150 service recipients were invited to participate in the study, providing a representative sample across positions, roles, and frequency of procurement service use.

#### 3.2 Research Instrument

Data were collected using a structured questionnaire, adapted from the SERVQUAL instrument, which measures satisfaction through five dimensions:

*Tangibles:* Physical facilities, equipment, and documentation related to procurement services.

*Reliability:* Accuracy and consistency in processing purchase requests and delivering items.

*Responsiveness:* Promptness in addressing requests and inquiries.

*Assurance:* Competence, professionalism, and trustworthiness of procurement staff.

*Empathy:* Individualized attention, understanding of recipient needs, and service support.

The questionnaire used a five-point Likert scale, ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”), to capture participants’ satisfaction levels.

#### 3.3 Data Collection

The questionnaire was distributed online and in-person to service recipients who had utilized procurement services in the previous academic year. Participants were informed about the purpose of the study, assured of confidentiality, and provided informed consent before participation. Data collection occurred over a four-week period, with reminders sent to ensure adequate response rates.

#### 3.4 Data Analysis

Data were analyzed using descriptive and inferential statistical methods. Descriptive statistics, including mean, standard deviation, and frequency distributions, were used to summarize overall satisfaction and satisfaction across SERVQUAL dimensions. Inferential statistics, including independent-sample t-tests and one-way ANOVA, were used to examine differences in satisfaction based on demographic variables, such as position, role, and frequency of service use. Pearson correlation analysis was conducted to explore the relationships between the five SERVQUAL dimensions and overall satisfaction.

## 4. Results

A total of 150 service recipients participated in this study. The demographic breakdown included 85 females (56.7%) and 65 males (43.3%). In terms of age, 20% were 25–30 years old, 50% were 31–40 years old, and 30% were 41–50 years old. Regarding their roles, 60% were administrative staff and 40% were academic staff. Frequency of using procurement services showed that 32% used them often, 50% sometimes, and 18% rarely. These demographics ensured a representative sample across gender, age, role, and service utilization frequency.

### 4.1 Overall Satisfaction

Descriptive statistics were employed to examine service recipients’ satisfaction with procurement services across the five SERVQUAL dimensions—responsiveness, reliability, assurance, empathy, and tangibles. Table 1 presents the mean scores and standard deviations for each dimension.

**Table 1 Satisfaction with Procurement Services (SERVQUAL Dimensions)**

Dimension / Variable	Mean (M)	Standard Deviation (SD)
Overall Satisfaction	4.10	0.52
Responsiveness	4.20	0.48
Reliability	4.15	0.50
Assurance	4.12	0.53
Empathy	4.05	0.55
Tangibles	4.00	0.57

Table 1 shows that service recipients report high overall satisfaction with procurement services (Mean=4.10). Among the SERVQUAL dimensions, responsiveness received the highest score (Mean=4.20), indicating strong appreciation for timely service, followed by reliability (Mean=4.15) and assurance (Mean=4.12), reflecting confidence in accuracy and professionalism. Empathy (Mean=4.05) and tangibles (Mean=4.00) were slightly lower, suggesting room for improvement in personalized attention and physical/service facilities. Overall, the findings indicate that recipients perceive procurement services as highly satisfactory, particularly valuing promptness, consistency, and professional competence.

### 4.2 Differences in Satisfaction by Demographic Factors

T-tests and one-way ANOVA were used to examine whether overall satisfaction differed across demographic groups. Table 2 summarizes the results by gender, staff role, and frequency of procurement service use.

**Table 2 Differences in Overall Satisfaction by Demographic Factors**

Demographic Factor / Variable	Test Statistic	Value	p-value	Result
Gender	t-test	0.88	> 0.05	Not significant
Role (Administrative vs. Academic Staff)	t-test	1.12	> 0.05	Not significant

Frequency of Procurement Service Use	One-way ANOVA	F = 4.35	< 0.01	Significant
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The inferential analysis demonstrates that demographic characteristics such as gender and staff role do not significantly influence overall satisfaction with procurement services, indicating that the services are perceived as equitable and consistent across different user groups. In contrast, the significant effect of frequency of service use suggests that staff who interact with procurement services more often tend to report higher satisfaction levels. This may be attributed to increased familiarity with procedures, clearer expectations, and more effective communication between users and procurement staff. Overall, the findings imply that improving user guidance and process transparency for infrequent users could further enhance satisfaction with procurement services across the institution.

### 4.3 Relationship Between Service Quality Dimensions and Overall Satisfaction

Pearson correlation analysis was conducted to assess the strength and significance of these relationships, with results presented in Table 3.

**Table 3 Pearson Correlation between SERVQUAL Dimensions and Overall Satisfaction**

SERVQUAL Dimension	Pearson's r	p-value	Strength of Relationship
Responsiveness	0.72	< 0.01	Strong
Reliability	0.68	< 0.01	Strong
Assurance	0.65	< 0.01	Moderate to Strong
Empathy	0.63	< 0.01	Moderate to Strong
Tangibles	0.60	< 0.01	Moderate

Pearson correlation analysis demonstrated that all five SERVQUAL dimensions were positively and significantly correlated with overall satisfaction. Responsiveness showed the strongest correlation, followed by reliability, assurance, empathy, and tangibles. These results indicate that service quality across all dimensions contributes substantially to service recipient satisfaction, with timely, accurate, and professional responses being particularly influential.

## 5. Conclusion

This study examined the satisfaction of service recipients with procurement services for supplies and equipment at the Faculty of Management Science, Suan Sunandha Rajabhat University. The results indicate that overall satisfaction was high, with the most influential factors being responsiveness, reliability, and assurance. Recipients valued timely handling of requests, consistency in service delivery, and the competence and professionalism of procurement staff, which aligns with previous research emphasizing these dimensions as critical to service satisfaction in higher education institutions (Parasuraman et al., 1988; Abdullah, 2018; Nguyen & Le, 2021).

Demographic analysis revealed that gender and role (administrative vs. academic staff) did not significantly affect satisfaction, whereas frequency of service use did, suggesting that familiarity with procurement processes enhances the perception of service quality (Oliver, 2015; Stankovska et al., 2024). Pearson correlation analysis further confirmed that all five

SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—were positively associated with overall satisfaction, with responsiveness showing the strongest relationship. These findings underscore the importance of service efficiency, reliability, and professional interaction in fostering positive recipient experiences.

While overall satisfaction was high, tangibles and empathy scored slightly lower, indicating potential areas for improvement. Enhancing the physical presentation of procurement facilities and documentation, along with increasing individualized attention to recipient needs, could further elevate service satisfaction. These recommendations are consistent with prior studies highlighting continuous service quality improvement as a pathway to higher satisfaction and organizational effectiveness (Utakarn, 2024).

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