

## The Quality of Service that Affects the Satisfaction of the Service Recipients of the Administrative Unit, School of Information and Communication Technology, University of Phayao

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### Abstract

The objectives of this study were to 1) investigate the quality of service influencing the satisfaction of administrative service recipients, 2) investigate the relationship between service quality and administrative service recipient's satisfaction; and 3) evaluate the quality of service influencing the satisfaction of service recipients through administrative units. In this study, the sample consisted of three content specialists and sixty academic and administrative employees from the School of Information and Communication Technology at the University of Phayao. The data was analyzed and presented using descriptive and reference statistics such as Pearson's mean, standard deviation, simple correlation, and stepwise multiple regression analysis. The findings revealed that the level of service recipient's satisfaction as a whole was very favorable ( $\bar{x} = 4.45$ , S.D. = 0.52). Service quality had a high degree of correlation with service recipient's satisfaction (Pearson Correlation = 0.850), with a statistical significance of 0.01. The set of service quality variables produced a good forecasting equation for administrative service recipient satisfaction ( $R^2 = 0.869$ .) with statistical significance at 0.01 and 0.05.

**Keywords:** Service Quality, Satisfaction, Administrative Unit

## Introduction

The organizational structure of the School of Information and Communication Technology is divided into two types: 1) Curriculum with the primary supervisor being the course chair 2) School office, with the School Office Head as the primary manager. There are sub-departments within the School Office that operate in accordance with university policy by dividing the sub-units into four tasks as follows: 1) administrative work, 2) academic work, 3) work plan and 4) operational work (University of Phayao, 2021). General administration supervises the administrative department, which oversees providing service support and administration within the school, such as producing documents, receiving and sending documents, letters, and postal parcels. Contacting and coordinating with internal and external departments, as well as introducing to the teacher staff and students the disbursement of office materials and teaching materials, including library work. This is regarded as a practice to assist with management, teaching, and learning tasks. The administrative unit is thus the institutional hub that supports other tasks and is one of the important duties for more effective educational management. It is also a job that allows the office to be flexible and efficient in its operations, and most importantly, it is a service linked to documents that require laws and regulations, as well as governmental trends for administration. There is a process that begins with the preparation of the book, continues with the sending of the book out of the agency and the receiving of the book into the agency, stores the book, as well as keeping and borrowing the book, and concludes with the ruination of the book when the time is due according to the regulations. As a working guideline, use the Prime Minister's Office on Correspondence Work (No. 4), B.E. 2564 (OCSC, 2021).

Excellent workplace approaches in providing services to service recipients must be consistent with the school's policy of developing support staff's potential supply knowledge and expertise successfully together. Whether supplying one-stop service or offering one-stop service can lead to an improvement in service quality and increase service provider enjoyment to improve service quality for the service recipient's satisfaction (Netwiriyaikul & Wongsakdirin, 2018; Phothijathoom & Sunalai, 2021; Sawangcharoen et al., 2021; Sasirekha et al., 2021). As an operating officer in the School of Information and Communication Technology Administrative Unit, the researcher is therefore interested in studying the quality of service that affects the satisfaction of the Administrative Service recipients in terms of; tangibles, responsiveness, reliability, assurance and empathy (Zeithaml et al., 1985) to understand the attitudes of service recipients, which are the basic information required to develop.

## Objectives

1. to investigate the quality of service influencing the satisfaction of administrative service recipients
2. to investigate the relationship between service quality and administrative service recipient's satisfaction
3. to evaluate the quality of service influencing the satisfaction of service recipients through administrative units

## Research Conceptual Framework

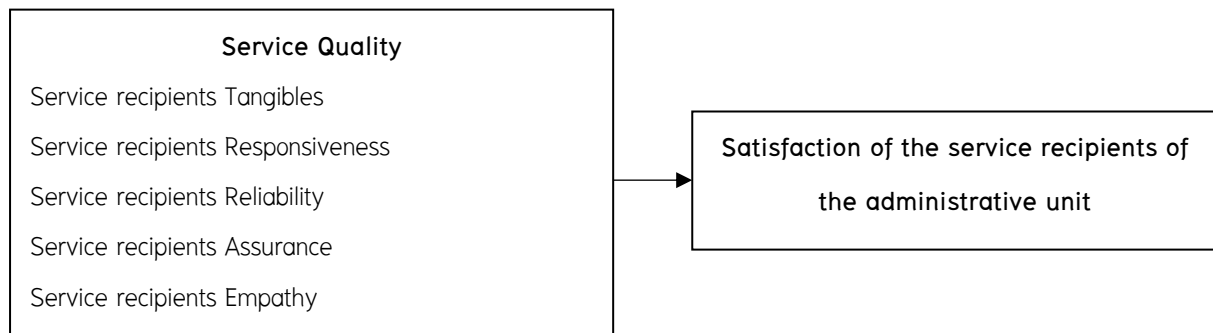


Figure 1 Research conceptual framework

## Research Methodology

### The population and the sample

1. Population of 80 academic and support employees from the School of Information and Communication Technology at the University of Phayao (data as of March 31, 2022).
2. The sample group consisted of three content specialists, academic personnel, and support staff from the School of Information and Communication Technology at the University of Phayao who used administrative services and agreed to participate in answering the questionnaire, as well as 60 people randomly chosen (Purposive Sampling).

### Research instruments

1. Service quality evaluation form the Likert Scale on a 5-level scale was used to assess the five aspects derived from the literature review, which were Tangibles, Responsiveness, Reliability, Assurance, and Empathy (Zeithaml et al., 1985).
2. A service satisfaction assessment form based on the literature review was created using a 5-point Likert Scale option, ranked from least to most satisfied (Channuwong et al., 2022; Vu, 2021).

### Research methods and procedures

1. Collect information by analyzing documents and conducting research, including data on service quality and satisfaction.
2. Develop a service quality assessment form and a service satisfaction assessment form, beginning with content analysis, question designing, and an apparent validity check (IOC) following the completion of the content experts, revised measurements were taken for testing with non-sample groups. The reliability of the entire assessment was then determined by using Cronbach's Alpha Coefficient on 30 people. It was found that the Service Quality Assessment Questionnaire, which consisted of 32 questions, and the Service Satisfaction Assessment Questionnaire, which consisted of 14 questions, had a consistency index ranging from 0.67–1.00. All items with a value greater than 0.50 indicate that all questions were valid. The Cronbach's Alpha Coefficient

confidence values for the Service Quality Assessment Scale and the Service Satisfaction Assessment Questionnaire were 0.994 and 0.975, respectively.

3. After receiving the service quality assessment form and the service satisfaction assessment form with confidence in the good quality criteria, apply to a sample of academic and support personnel who have used the service of administrative unit and agreed to work together to complete the questionnaire for 60 people during April –June 2022.

4. To analyze the summary data of the study of service quality affecting service recipient's satisfaction of School of Information and Communication Technology, University of Phayao.

### Data examination

1. Evaluation of service quality and customer satisfaction Descriptive statistics such as mean ( $\bar{x}$ ) and standard deviation are used to analyze it (S.D.).

The following are the criteria for interpreting the average score on service quality and satisfaction (Ashaba, 2022):

- Average score 4.50 – 5.00, represents most agree/satisfied
- Average score 3.50 – 4.49, represents high level of agreement/satisfaction.
- Average score 2.50 – 3.49 represents moderate agreement/satisfaction
- Average score 1.50 – 2.49, represents agree/slightly satisfied
- Average score 1.00 – 1.49 represents agreement/satisfaction with the least.

2. Evaluating the relationship between service quality and administrative service recipient's satisfaction. It was analyzed using the Pearson Product Moment Correlation Coefficient simple correlation statistic and the stepwise construction of multiple linear regression of Administrative Service user satisfaction.

### Research Findings

1. The sample group of 60 academic and support personnel, most of them, more than 70%, have worked as academic personnel for more than 5 years and use administrative units no more than 8 times per month. Most of the work that arrives in for the service is documentary work.

2. The service quality study found that the respondent's opinions on the overall service quality of the administrative unit were at a very favorable level ( $\bar{x} = 4.45$ , S.D. = 0.52). The quality of service that the service users agree with the most are Responsiveness ( $\bar{x} = 4.51$ , S.D. = 0.57) and Assurance ( $\bar{x} = 4.51$ , S.D. = 0.56). Followed by service dependability when compared to the other side, reliability ( $\bar{x} = 4.49$ , S.D. = 0.54) had the highest opinion level, while quality of service in terms of comfort-to-service (Tangibles) had the lowest opinion level ( $\bar{x} = 4.33$ , S.D. = 0.55). The highlights of service quality that service users agree with the most are dress, good manners, having service mind, having knowledge, understanding, and expertise in administrative work of staff, having good communication, being able to give advice and clarify regarding the process of using various services clearly, the operation is flexible, making the work faster.

**Table 1** Service quality assessment results

Service Quality	$\bar{x}$	S. D.	Meaning
Service Recipient Tangibles	4.33	0.55	Higher agree
Service Recipient Responsiveness	4.51	0.57	Mostly agree
Service Recipient Reliability	4.49	0.54	Higher agree
Service Recipient Assurance	4.51	0.56	Mostly agree
Service Recipient Empathy	4.43	0.65	Higher agree
<b>Overall satisfaction score</b>	<b>4.45</b>	<b>0.52</b>	Higher agree

3. A study of the relationship between service quality and the satisfaction of service recipients in administrative units using the Pearson Product Moment Correlation Coefficient statistic discovered that service quality was strongly correlated with customer satisfaction in all aspects of service quality and was statistically significant at 0.01.

4. The study of service quality influencing administrative service recipient's satisfaction using a stepwise analysis of multiple linear regression equations found that the tolerances are independent of each other by Durbin-Watson = 1.99 and have a normal distribution from the histogram diagram. Independent variables and dependent variables were linearly correlated, and independent variables selected into the equation were not correlated from the Tolerance value of each variable greater than 0.10 by constructing Multiple Linear Regression by Stepwise Method. The service quality factor that influenced the satisfaction of administrative service recipients from the mean criteria was consistent with the empirical data and had good predictability, with a judgment coefficient of  $R^2$  of 0.869. Such that, a set of independent variables can predict dependent variables with an accuracy of up to 86.9 %, which can be expressed as a forecast equation (Table 3) as follows:

**Satisfaction of administrative service recipients = 15.974 + 1.189 (Empathy) + 0.465 (Tangibles) + 0.424 (Assurance)**

**Table 2** Analysis of the relationship between service quality and satisfaction of administrative service recipients

Service Quality	Pearson Correlation
Service Recipient Tangibles	0.745**
Service Recipient Responsiveness	0.807**
Service Recipient Reliability	0.795**
Service Recipient Assurance	0.764**
Service Recipient Empathy	0.816**
<b>Overall Service Quality</b>	<b>0.850**</b>

\*\* Statistically significant at 0.01

**Table 3** Stepwise analysis of multiple linear regression coefficients

Service Quality	B	S.E.	Beta	t
Constant	15.974	3.731	–	4.281**
Service Recipient Tangibles	0.465	0.167	0.274	2.785**
Service Recipient Assurance	0.424	0.211	0.219	2.007*
Service Recipient Empathy	1.189	0.262	0.470	4.545**

\*\* statistically significant at 0.01, \* statistically significant at 0.05

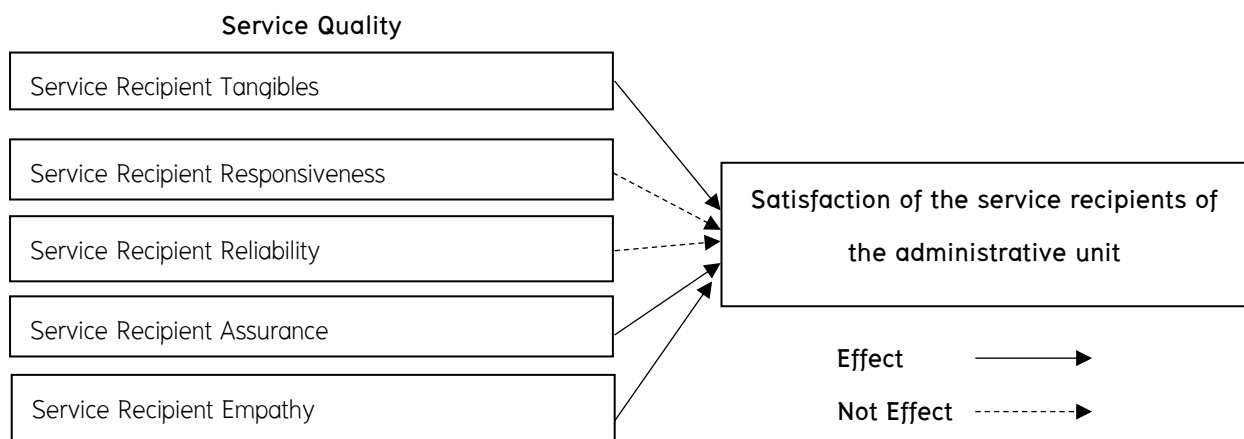
## Conclusion and Discussion

1. The study results of an analysis of average service quality on average, the factors in response to service users (Responsiveness) and building confidence in service users (Assurance) were found to be the most significant. The factor of customer service convenience (Tangibles) is the least average. It was clarified that the Administrative Service recipient prioritizes readiness and willingness to provide the service by responding to the service provider's needs in a timely manner and having easy and convenient access to the service and the ability to build trust among clients, demonstrate skills in responsible work, provide services and respond to client's needs with courtesy, have effective communication skills, and ensure that customer receives the kindest thing. According to the educational work that has been favored, the essence of the service unit's environment, facilities, including location, equipment, tools, communication documents, and symbols, will be the least priority for Administrative Service recipients. The percentage of importance of service quality based on the needs of the service recipient found that the service quality factors that the service recipient gave priority were the aspect of ensuring the service users (Assurance), the response to the service provider (Responsiveness), and the reliability of the service (Reliability), and Convenience to receiving services (Tangibles) was the factor that receives the lowest priority (Parasuraman et al., 1985; Parasuraman et al., 1994).

2. The relationship between the five service quality factors and administrative service recipient's satisfaction All factors were found to have a statistically significant positive correlation with service recipient satisfaction, which is consistent with previous research on the impact of service quality on service user satisfaction. For example: 1) The influence of service quality on trust, satisfaction and service recipients positive word of mouth and revisit of RAMA II hospital (Chantra-ari et al., 2016) 2) A causal relationship model of the influences of service quality and perceived value on trust, satisfaction, word of mouth and repurchase of Thai Airways International Public Company Limited (Phanut, 2015) 3) The influences of perceived value and service quality on the trust, satisfaction, and revisit of the Oishi Grand's customers (Yotinoratham, 2015) and 4) Evaluation of the impacts of service quality dimensions on patient/service recipients satisfaction: A study of private hospitals in Nepal (Neupane & Devkota, 2017). Ultimately, it was concluded that service quality has a statistically significant positive correlation of 0.01 and 0.05, especially with the dimension of customer satisfaction. Service Assurance, Empathy, and Responsiveness. Furthermore, it was discovered that the service quality factors Tangibles, Assurance, and Empathy were the variables that positively correlated with satisfaction and had a correlation of less than 0.80, resulting in

no multicollinearity problems (Jamal, 2017) resulting in selection as an appropriate variable for stepwise multiple regression analysis.

3. An incremental multivariate regression analysis was used to examine how service quality influences the satisfaction of Administrative service recipients. Three independent variables for service quality were selected and entered the multi-regression equation. It was revealed that the multiple linear regression equation could explain the percentage variation in Administrative Service recipient's satisfaction. 86.90 with a standard deviation of 3.332. It can be written as a service quality model influencing service recipient's satisfaction, administrative unit of the School of Information and Communication Technology, University of Phayao, as shows Figure 2.



**Figure 2** Service quality model influencing the satisfaction of administrative service recipients

From the study of service quality that influences service recipient's satisfaction in administrative units at the School of Information and Communication Technology found that the empathy was observed to have the greatest influence on service recipient's satisfaction. Therefore, to improve administrative unit service, it is critical to focus on caring for service recipients based on individual differences, both academic and support lines. Moreover, pay attention to problems and opinions, maintain a good relationship with customers by listening to their problems and giving more importance to service recipients. While the second runner-up factor is Tangible. As a result, the administrative unit should prepare the service site to be appropriate, clean, and equipped with the modern equipment, materials, and infrastructure necessary to provide services that are ready for immediate use and capable of supporting the number of service customers.

Administrative personnel have a pleasant personality, dress modestly, are clean, and have good posture and effective communication skills. Furthermore, the communication and operations equipment, such as operating manuals, guidance documents, and road signs, must be clear so that service customers can easily as well as comfortably follow the operational procedures. The third factor is the aspect of ensuring customer service (Assurance), in which administrative staff must prove expertise and knowledge in the field for which they are responsible, as well as the capabilities to provide services and meet the needs of the client. Politeness, good manners, effective communication skills, and guaranteeing that the service provided is of the highest standard.

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