

Satisfaction of Quality Services for Students Towards Building and Ground of Mahasarakham University

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Abstract: This research is aimed to study and compare satisfaction of quality services for students towards building and ground of Mahasarakham University with different gender, education levels and faculties. The samples consisted of 396 students of Mahasarakham University, selected by a multiple sampling technique. Constructed questionnaire was used to collect data and also was assessed for its reliability. Data analysis involved meaning, standard deviation and hypothesis's tests, t-test, F-test (one way ANOVA). The result of this study showed that satisfaction of quality services for students at building and ground of Mahasarakham University was at the high level. Students with different gender, education levels and faculties did not show satisfaction of quality services differently ($p>0.05$).

Key words: Satisfaction, quality services, student, building, ground, university, Thailand

INTRODUCTION

Customers perceive service on the basis of the attributes of service personnel and those of a service firm. Customer-oriented attributes of service personnel are reliability, responsiveness, assurance and empathy that reflects the soft quality attributes of service providers (Zeithaml and Bitner, 2000). Favorable interpersonal interactions between customers and employees based on these attributes can improve customer satisfaction (Hartline *et al.*, 2000; Parasuraman *et al.*, 1985). Reliability helps employees to consistently respond to customer needs and meet deadlines. Employees with responsiveness and assurance have a greater knowledge towards the company's products, services and the needs of customers. Empathy helps in improving communication process between employees and customers. Due to the psychological and physical closeness that exists between employees and customers in service encounters, employees' attitudes often have a spill over effect on customer satisfaction. If employees experience favorable affective responses in their jobs, their customers are likely to receive positive service experiences. The Division of Buildings and Grounds is responsible for the ground maintenance, nursery and outdoor construction at Mahasarakham University. The Division is also in charge of the university campus area of 208 ha at Khamriang campus and 54.72 ha at the old campus. The Division serves matters related to buildings and grounds within the university as well as facilitates, the university faculties and units with utilities under good management. The mission includes servicing matters related to the

university's environmental management system, ceremonies which take place within the university's buildings and area, public utilities, classrooms with >80 seats, building design and security system. Therefore, the researcher as an university officer had studied satisfaction of quality services for students towards building and ground by surveying to solving those problems.

The research's purposes:

- To study satisfaction of quality services for students towards building and ground of Mahasarakham University
- To compare satisfaction of quality services for students towards building and ground of Mahasarakham University with different gender, education levels and faculties

MATERIALS AND METHODS

The sample of this research were 396 students of Mahasarakham University which had been selected by a multiple sampling technique. They were examined by three experts for an evaluation form IOC which is indicated that they were between 0.05-1.00. Improving and collecting them which according to the three expert's suggestions and opinions which led them to find out without the thirty officers sampling random group, its indication was discrimination value that also using in the point of Pearson coefficient correlation by choosing the items with positive discrimination value which having a higher score than 0.02, the discrimination value in range of 0.02-0.80,

the reliability value that using the Cronbach alpha coefficient and the reliability is equally to 0.83. Then, they were analyzed for collecting data by mean (\bar{x}) Standard Deviation (SD) and compare satisfaction of quality services for students towards building and ground of Maharashtra University with different gender, education levels and faculties by t-test, F-test (one way ANOVA).

RESULTS AND DISCUSSION

The major findings revealed as following: the students of Maharashtra University have shown their total satisfaction of quality services towards building and ground at high level ($\bar{x} = 3.63$); the maximized mean showed that the management campus at high level

($\bar{x} = 3.77$) and the minimized mean showed that the service of infrastructure at medium level ($\bar{x} = 3.47$) (Table 1). In addition, students with different gender, education levels and faculties did not show satisfaction of quality services as a whole and all aspects of each differently ($p > 0.05$) (Table 2-4). The overall of the student's satisfaction towards building and ground is in

Table 1: Satisfaction of quality services

Quality service	\bar{x}	SD	Level
Management campus	3.77	0.57	High
Service of infrastructure	3.47	0.37	Medium
Service of management system, solid waste and wastewater	3.65	0.43	High
The security services, traffic and fire protection	3.63	0.46	High
Total	3.63	0.34	High

*1.00-1.49 = Very low; 1.50-2.49 = Low; 2.50-3.49 = Medium; 3.50-4.49 = High; 4.50-5.00 = Very high

Table 2: Comparison of satisfaction of quality services who were gender different

Quality services	Male		Female		t-test	p-value
	\bar{x}	SD	\bar{x}	SD		
Management campus	3.78	0.60	3.77	0.46	-0.225	0.822
Service of infrastructure	3.47	0.39	3.47	0.34	-0.025	0.980
Service of management system, solid waste and wastewater	3.63	0.42	3.68	0.43	1.152	0.250
The security services, traffic and fire protection	3.60	0.47	3.67	0.45	1.330	0.184
Total	3.62	0.35	3.65	0.32	0.713	0.476

Table 3: Comparison of satisfaction of quality services who were education levels different

Quality services	Sources of variance	Sum of squares	df	Mean square	F-test	p-value
Management campus	Between groups	0.970	2	0.485	1.609	0.201
	Within groups	118.492	393	0.302	-	-
	Total	119.462	395	-	-	-
Service of infrastructure	Between groups	0.457	2	0.228	1.644	0.195
	Within groups	54.574	393	0.139	-	-
	Total	55.031	395	-	-	-
Service of management system, solid waste and wastewater	Between groups	0.016	2	0.008	0.042	0.959
	Within groups	73.433	393	0.187	-	-
	Total	73.448	395	-	-	-
The security services, traffic and fire protection	Between groups	0.037	2	0.019	0.086	0.918
	Within groups	85.854	393	0.218	-	-
	Total	85.892	395	-	-	-
Total	Between groups	0.106	2	0.053	0.439	0.645
	Within groups	47.278	393	0.120	-	-
	Total	47.384	395	-	-	-

Table 4: Comparison of satisfaction of quality services who were faculties different

Quality services	Sources of variance	Sum of squares	df	Mean square	F-test	p-value
Management campus	Between groups	0.160	2	0.080	0.264	0.768
	Within groups	119.302	393	0.304	-	-
	Total	119.462	395	-	-	-
Service of infrastructure	Between groups	1.336	2	0.668	1.890	0.080
	Within groups	53.695	393	0.137	-	-
	Total	55.031	395	-	-	-
Service of management system, solid waste and wastewater	Between groups	0.104	2	0.052	0.279	0.756
	Within groups	73.344	393	0.187	-	-
	Total	73.448	395	-	-	-
The security services, traffic and fire protection	Between groups	0.222	2	0.111	0.510	0.601
	Within groups	85.670	393	0.218	-	-
	Total	85.892	395	-	-	-
Total	Between groups	0.048	2	0.024	0.197	0.821
	Within groups	47.336	393	0.120	-	-
	Total	47.384	395	-	-	-

the high level and service of infrastructure, a lower average score which is showed that the student may not have enough satisfaction which relating to the quality service and which is according to Sriyam (2010)'s who find that the highest level of customers' expectation was assurance meanwhile, the highest level of customers' perception was tangibility.

The students who differently have gender, education levels and faculties having had satisfaction in indifferently towards building and ground which is according to Kongngoen (2006)'s who found that the satisfaction of teacher and students to the management in places and environment was not statistailly different.

CONCLUSION

From this research, the students had satisfaction of quality service towards building and ground which were at a high level. The students with different gender, education levels and faculties did not differently show satisfaction of quality service towards building and ground.

Information from the study was giving a benefit to the building and ground management's development system in the Mahasarakham University.

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