Service Quality of the SASC Center, Kasem Bundit University, Bangkok

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Abstract— A Study on Service Quality of the SASC Center, Kasem Bundit University The objective is to study the factors of service quality. SASC Center Service Satisfaction Level Compared with Personal Data Relationship between service quality factor and satisfaction and service quality factor affecting service satisfaction of SASC Center, Kasem Bundit University The questionnaire was used as a tool to collect data and the statistics were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis.

The results showed that Most of them are males, aged between 20-30 years old. They are 3rd year students under the Faculty of Business Administration. The frequency of using the service once a month. The factors of service quality and satisfaction were at very high level. Gender, occupation, type of service users. under the faculty of study Affects service satisfaction of the SASC Center, Kasem Bundit University The difference between age and academic year had an effect on service satisfaction of the SASC Center, Kasem Bundit University. no different Service quality factor was related to service satisfaction of the SASC Center, Kasem Bundit University. At a very high correlation level, the same direction. service quality factor touchable aspect Reliability, responsiveness, confidence building care Influence on service satisfaction of the SASC Center, Kasem Bundit University statistically significant at the .05 level

Recommendations from the results of the study Universities should focus on training personnel to be knowledgeable in the work that they provide. can give advice and help Answer the user's questions correctly. Cultivate staff to have a passion for service are ready to provide quality service Supervise and follow up for personnel Responsible for performing tasks according to the specified date and time of service of personnel. Provides equal service to users with detailed cost information. Clear terms of service to service users in order to create an impression and confidence in using the service The university should clearly improve the facilities while using the service. There are seats for waiting for service. There are drinking water service points, clean restrooms, and simplifying, simple, uncomplicated work processes, punctual and always ready to serve you.

Keywords— Quality of Service, SASC Center, Kasem Bundit University.

I. INTRODUCTION

Education in Thailand has set standards for undergraduate courses. for producing graduates of higher education that fit the dynamics of a rapidly changing world Kasem Bundit

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University is a private university. It was established by a group of educational administrators who have experience in the management of primary and secondary education. from founding (Rhein, 2016)

Year 1987 Kasem Bundit College Opened for the first year, there are 2 faculties, namely the Faculty of Business Administration. and the Faculty of Law There are only 97 students in total, but with the determination to advance the education of the college administrators. Therefore, the education has been developed until it is progressively expanding the faculties. and more disciplines, as well as until 1993, the Ministry of Universities approved to change the type of college to "Kasem Bundit University" (Suwandee, 2009) emphasizing the value, virtue and benefits with the philosophy that "Light point of wisdom" at higher education level for the bright future of students." Kasem Bundit University will perform the duties of a higher education institution completely. with neuroscience, research, research, providing academic services to society and preserving the arts and culture of the nation (Leiter, 2003) for graduates of Kasem Bundit University There are also four missions of Kasem Bundit University. It consists of graduate production, research, academic services to society. and preserving arts and culture To achieve that mission, the university University policy to increase the efficiency of student services to facilitate students Reduce operational procedures to be fast, modern and impress students throughout their studies at Kasem Bundit University. (Yaemying, & Rattanawongkhae, 2021)

Therefore, the university has established the SASC Student Assistance and Service Center: (Student Assist and Service Center), with the obligation to provide answers to common questions students have. Receiving a student's general petition for submission to the relevant departments for further proceedings Advising on application matters enroll course subject about studying and others, coordinating with faculties, (Somsa-ard, & Mahamud, 2016) departments, the Office of Registration and Processing, Finance Department, student dormitories Student Loan Fund computer center student affairs Counseling Center and various departments on campus Including informing various information that is useful to students and periodically report information and problems encountered from student services to the university. in order to find a solution to the problem from such problems Therefore, the students are interested in studying "Quality of service of the Student Assistance Center and Student Services, Kasem

Bundit University", with an awareness of the importance of service quality and student satisfaction with the services of the Student Assistance Center and Student Services. to use the results of the study as a guideline Improve and improve the services of the Help Center and Student Services. Kasem Bundit University in every aspect to ensure quality and efficiency in order to continually create quality in service and impress both service providers and recipients.

II. STUDY OBJECTIVES

To study the factors of service quality of the SASC Center, Kasem Bundit University.

A. Study hypothesis

Different personal data affects the service satisfaction of the SASC Center, Kasem Bundit University differently.

Service quality factor was related to service satisfaction of SASC centers.
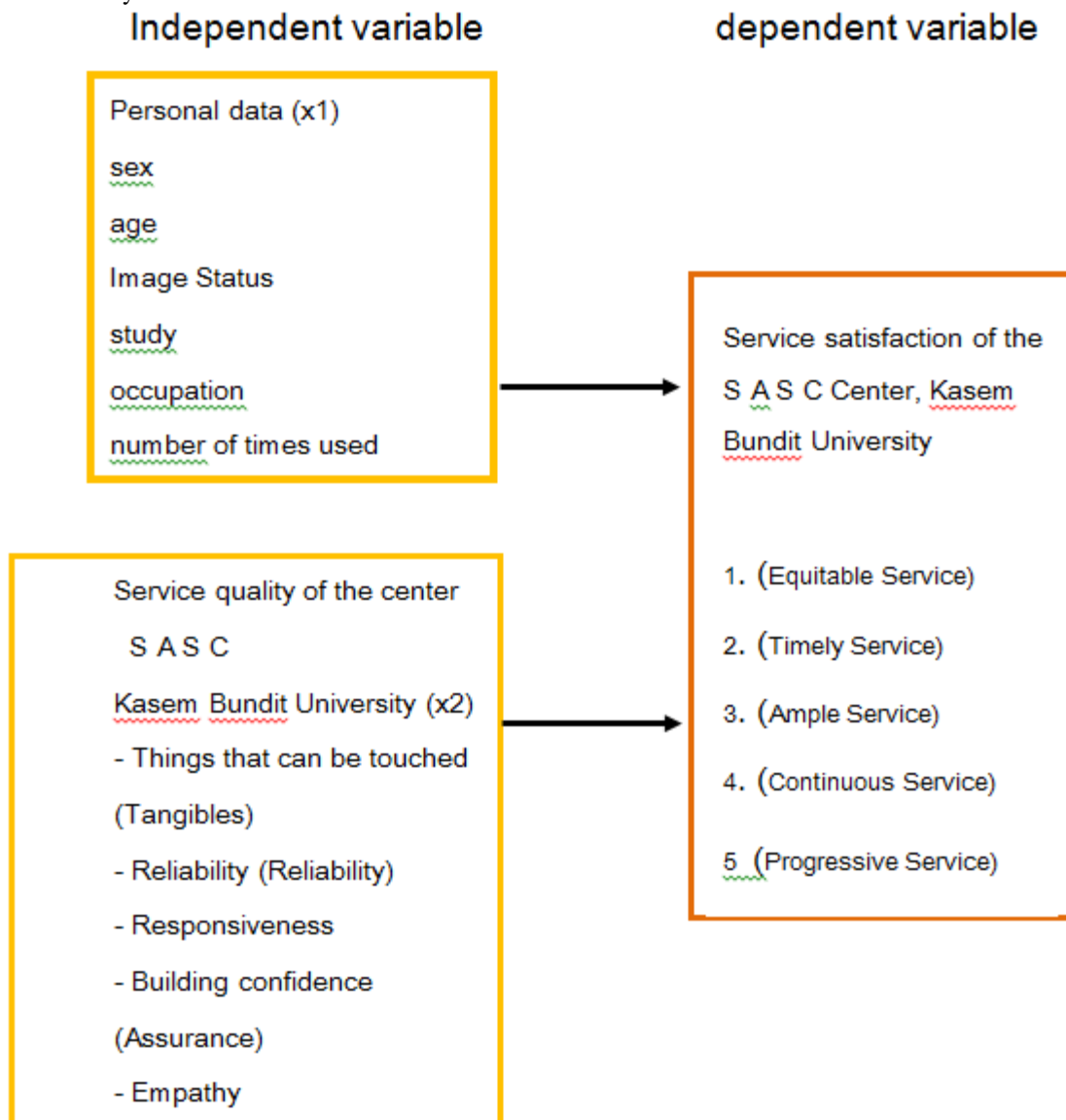
Kasem Bundit University

Service quality factors influence service satisfaction of the center. SASCKasem Bundit University.

B. Scope of study

Content, service quality of SASC Center, Kasem Bundit UniversityKasem Bundit University, based on Parasuraman's concept and theory, consists of Tangibles, Reliability. (Reliability) response Responsiveness) building confidence. (Assurance), empathy (Empathy) and the theory of satisfaction. It consists of services such as 1. Equitable Service Timely Service Ample Service Continuous Service, Progressive Service.

C. Concept of Framework

Independent study on Quality of Service at the SASC Center, Kasem Bundit University The conceptual framework for the study has been set as follows:

Independent variable

Personal data (x1)

sex

age

Image Status

study

occupation

number of times used

Service quality of the center S A S C Kasem Bundit University (x2)

- Things that can be touched (Tangibles)

- Reliability (Reliability)

- Responsiveness

- Building confidence (Assurance)

- Empathy

dependent variable

Service satisfaction of the S A S C Center, Kasem Bundit University

1. (Equitable Service)

2. (Timely Service)

3. (Ample Service)

4. (Continuous Service)

5. (Progressive Service)

III. RESEARCH METHODOLOGY

Study subject Quality of Service at the SASC Center, Kasem Bundit University the researcher used survey research (Survey Research) using questionnaires as a data collection tool. and has been researched from various research papers as a guideline for defining the research framework The details of the research methods are as follows:

A. Populations and samples used in the study of populations and samples

The population used in this research was Undergraduate students, regular program, Kasem Bundit University, academic year 2020, 8,400 persons (Registration Department, Kasem Bundit University, 2020 sample group used in this research were Undergraduate students, regular program, Kasem Bundit University, Academic Year 2020 were obtained by determining the sample size according to Taro Yamane'

(Tepping,1968) criteria at 95% confidence level from the total population. Accidental sampling was randomly selected by collecting data from willing service users. and willing to provide data for a sample of 382 people using Yamane's calculation principle.

B. Study results

Study subject Service Quality of the SASC Center, Kasem Bundit University is a quantitative study (Quantitative Research) The researcher collected data with a questionnaire from 382 complete questionnaires. The results of the data analysis were presented in the following order.

C. Service quality factor analysis data that is related Affects service satisfaction of the SASC Center, Kasem Bundit University

service quality factor SASC	The quality of service is related to each other. Affects satisfaction			
	R	Sig	relationship level	relationship order
(Tangibles)	.611**	0	Same Direct	5
(Reliability)	.685**	0	Same Direct	3
(Responsiveness)	.675**	0	Same Direct	4
(Assurance)	.701**	0	Same Direct	2
(Empathy)	.702**	0	Same Direct	1
	0.675			

**Statistically significant at the .01 (2-tailed) level of correlated service quality factor. Affects service satisfaction of the SASC Center, Kasem Bundit University. Overall average, there was a high correlation in the same direction. (r) =.675Consider the relationship from the relation coefficient r in descending order as follows: care (Empathy) The empathy factor was related to service satisfaction of the SASC Center, Kasem Bundit University. High correlation level, same direction (r) = .702 ensuring confidence. (Assurance) Confidence factor was related to service satisfaction of SASC Center, Kasem Bundit University. High correlation level in the same direction (r) = .70 reliability. (Reliability) The reliability factor was related to service satisfaction of the SASC Center, Kasem Bundit University. High correlation level, same direction (r) = .685 response. (Responsiveness) The response factor was related to service satisfaction of the SASC Center, Kasem Bundit University. High correlation level in the same direction (r) = .675 tangible Tangibles The touch factor was related to service satisfaction of the SASC Center, Kasem Bundit University. Very high correlation level, same direction (r) = .611

IV. DISCUSSION AND SUGGESTIONS SUMMARY

Study subject "Quality of service of the SASC Center, Kasem Bundit University" type of survey research (Survey Research) has research objectives. To study the service quality

of the SASC Center, Kasem Bundit University To study the level of service satisfaction of the SASC Center, Kasem Bundit University To compare service satisfaction of SASC Center, Kasem Bundit University classified by personal data. To study the relationship between service quality and service satisfaction of SASC Center, Kasem Bundit University and to

study service quality affecting service satisfaction of SASC Center, Kasem Bundit University. A total of 382 questionnaires were used as a data collection tool and statistical data were used for data analysis, i.e. percentage, mean, t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis.The results of the data analysis can be summarized as follows:

A. Information about the service quality education of the SASC Center, Kasem Bundit University

It was found that the factors affecting the service quality of the SASC Center, Kasem Bundit University The overall picture is at a high level, consisting of the aspect of accessing the minds of others. Tangibles, Reliability (Reliability) response (Responsiveness) reliability. (Reliability) caring (Empathy) with the details as follows.Tangibles Service quality of the SASC Center, Kasem Bundit University Overall average In the level of high importance, the results of the study found that there were 5 items, consisting of knowledge, competence, trustworthiness, understanding of the work done well. Provide efficient and quality service Availability of amenities such as drinking water, coffee, equipment and technology used for the service are appropriate. They are caring, enthusiastic and willing to serve, respectively.

Credibility (Reliability) Service quality of the SASC Center, Kasem Bundit University Overall average in a very important level The results of the study revealed that there were 4 items, consisting of: able to solve all problems related to education. Provide thoughtful service and provide accurate information. Knowledge of service issues able to give advice and answer questions of students correctly

Responsiveness to service quality of the SASC Center, Kasem Bundit University Overall average in a very important level The results of the study found that there were 4 items, consisting of staff willing to help service users, ready to provide useful information to students. are ready to provide services to students in a timely manner Service is fast. on time in order

Building confidence (Assurance) Service quality of the SASC Center, Kasem Bundit University Overall average in a very important level The results of the study found that there were 3 items: students felt confident in using the service; The staff expressed their knowledge. who can give advice Answer students' questions correctly Provide excellent service to students on a regular basis and at the most important level 2 items of service standards are acceptable to students. Provide courteous service in order

Care (Empathy) Service quality of the SASC Center, Kasem Bundit University Overall average It is in the most important level. 1 item consists of being able to remember student details such as contact matters. And in the level of importance. The results of the study found that there were 3 items, consisting of equal care and attention to each student. Take care and meet the needs of students very well. Open at a time convenient for students to use the service and are in the most important level.

V. DISCUSSION OF STUDY SUGGESTIONS

From the study of service quality factors that influence service satisfaction of the SASC Center, Kasem Bundit University The students have suggestions as follows: The university should clearly improve the facilities while using the service. There are seats for waiting for service. There are drinking water service points, clean toilets, and the university should provide training to increase knowledge of service providers. Emphasis on service with accuracy Be careful and reduce the problem of errors that occur. To be more efficient, universities should develop services to be faster. Simplify, simplify, simplify, uncomplicated, punctual and always ready to serve you. Personnel are knowledgeable ability to advise and answering students' questions correctly at the highest level But knowledge of the rules should be developed. New rules and policies of the management are always available. Personnel take care of the service recipients according to their needs. listen to problems with education and provide information and provide guidance for each individual equally.

VI. SUGGESTIONS FOR NEXT RESEARCH

There should be a study of the service quality of the SASC Center, Kasem Bundit University. from the point of view of personnel Should study the factors affecting the service quality of the SASC Center, Kasem Bundit University should compare the service quality of the SASC Center, Kasem Bundit University with other agencies.

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