

GUIDELINES FOR IMPROVING THE QUALITY OF SERVICES FOR FOREIGN STUDENTS: A CASE STUDY OF CHINESE STUDENTS IN COLLEGE INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The purpose of this research was to study the satisfaction levels of Chinese students with the service quality provided by the College of Innovation and Management, Suan Sunandha Rajabhat University and study the guidelines for improving the quality of services for Chinese students to be more efficient and effective, based on the sample size of 428 participants, including undergraduate, master's, and doctoral Chinese students at the College of Innovation and Management, Suan Sunandha Rajabhat University. In this research was quantitative research methods that used questionnaires as data collection tools and statistical analysis methods, including mean, frequency, and percentage. The findings indicate that the satisfaction level of Chinese students with the service quality across all 4 aspects of the College of Innovation and Management is high. The overall average satisfaction score is 4.42, demonstrating high satisfaction levels across all 4 aspects. The aspect with the highest average score is Service Quality, followed by Facilities and Amenities, Service Process and Service Personnel. These factors serve as guidelines for the improving of service quality for Chinese students at the College of Innovation and Management, contributing to an enhanced overall service experience for international students.

Keywords: Improving Quality, Services, Foreign Students Satisfactions

INTRODUCTION

The globalization of higher education has witnessed a substantial increase in the enrollment of foreign students, marking a significant demographic shift within academic institutions worldwide. As institutions strive to foster inclusive and diverse learning environments, the quality of services provided to foreign students emerges as a critical determinant of their academic success, well-being, and overall

experience. This introduction explores the multifaceted dimensions of service quality tailored for the unique needs of international students. In an era characterized by heightened competition among educational institutions for global talent, the provision of high-quality services has become a cornerstone in attracting and retaining foreign students. Beyond the academic curriculum, these students seek an immersive and supportive experience that transcends cultural and linguistic barriers. Therefore, understanding and addressing the diverse needs of this student cohort have become imperative for institutions aiming to excel in the international education arena (Camilleri,2021), (Darawong & Sandmaung ,2019).

This exploration delves into the components that constitute service quality for foreign students, encompassing academic support, cultural integration initiatives, accommodation services, and comprehensive guidance systems. By delving into these aspects, institutions can not only meet the expectations of their international students but also create an environment conducive to cross-cultural exchange and mutual understanding. As we navigate the complexities of providing services to an increasingly global student body, this examination serves as a foundational exploration into the nuanced realm of enhancing the quality of services tailored specifically for the diverse needs of foreign students (Tomkovick,1996).

The College of Innovation and Management was initially established in the year 2540. Subsequently, on Wednesday, March 26, 2551, during the 4th/2551 meeting of the Council of Suan Sunandha Rajabhat University, it was decided to change the name from the College of Management to the "College of Innovation and Management." The college offers programs at all three levels: undergraduate, master's, and doctoral.

In the year 2561, the College of Innovation introduced teaching programs for international students (Chinese students) at the undergraduate, master's, and doctoral levels. Currently, the college has a total remaining student population of 428, with 24 at the undergraduate degree, 107 at the master's degree, and 297 at the doctoral degree.

Currently, the College of Innovation and Management at Suan Sunandha Rajabhat University has a significant number of Chinese students enrolled. This has led to challenges in providing services to these Chinese students. Therefore, researchers are interested in studying approaches to enhance the quality of services for international students, with a focus on the case of Chinese students at the College of Innovation and Management. The aim is to elevate the level of service to be more contemporary and to create satisfaction among students. A good service system creates a positive impression, and service is considered the face of the organization, contributing to a positive organizational image (Hwang et al.,2019) Developing effective strategies to improve the quality of services for international students, particularly Chinese students, will contribute to a more efficient and favorable organizational image for the College of Innovation and Management at Suan Sunandha Rajabhat University in the future.

OBJECTIVE

- 1.To Study the satisfaction of Chinese students with the service quality provided by the College of Innovation and Management at Suan Sunandha Rajabhat University.
2. To explore strategies for enhancing the service quality for Chinese students at the College of Innovation and Management, Suan Sunandha Rajabhat University.

LITERATURE&THEORY

Service Quality

Service quality refers to the degree of excellence or superiority inherent in the delivery of services as perceived by customers. It is a multidimensional concept that encompasses various aspects of a service encounter, reflecting the extent to which the service meets or exceeds customer expectations. Several dimensions contribute to the overall assessment of service quality, and they often include:

1. **Reliability:** The ability of the service provider to consistently deliver accurate, dependable, and promised services.
2. **Responsiveness:** The willingness and ability of the service provider to assist customers promptly, addressing their needs and concerns in a timely manner.
3. **Assurance:** The competence, courtesy, credibility, and professionalism exhibited by service personnel, instilling confidence, and trust in customers.
4. **Empathy:** The degree to which the service provider demonstrates understanding, care, and personalized attention to customers' individual needs and circumstances.
5. **Tangibles:** The physical or tangible aspects of the service environment, including facilities, equipment, communication materials, and the appearance of service personnel.

Measuring and managing service quality is crucial for organizations across various industries, as it directly influences customer satisfaction, loyalty, and overall business success. Strategies to enhance service quality often involve continuous improvement, employee training, feedback mechanisms, and a customer-centric approach to address evolving customer expectations and preferences. Customer perceptions and expectations are dynamic, making ongoing efforts to monitor, adapt, and improve service quality essential for organizations striving to maintain a competitive edge in the marketplace (Soutar et al.,1996), (Zhao et al.,2018), (Camilleri,2021),(Pham et al.,2019).

Several universities have adopted the concept of a one-stop service to enhance the development of student service systems. This enables students to conveniently interact with the university, saving time and reducing expenses. The one-stop service approach integrates various services, including facilities, personnel, and tools, providing students with greater convenience in their interactions with the university while streamlining processes and minimizing costs. (Panuchanat P, Bundit P. 2023)

Foreign Student Satisfaction

Foreign student satisfaction refers to the degree of contentment and fulfillment experienced by students from abroad in their educational journey within a host country. It encompasses various aspects, including academic, social, and cultural dimensions. Factors contributing to foreign student satisfaction include the quality of education, support services, cultural integration, accommodation, and overall well-being. Measuring satisfaction often involves assessing individual experiences, expectations met, and perceptions of institutional responsiveness. Enhancing foreign student satisfaction is crucial for educational institutions, as it influences retention rates, positive word-of-mouth, and the overall reputation of the institution within the global academic community. In this research researcher focuses

on 4 aspects to measure the foreign student satisfactions (Hwang et al.,2019) (Chandra et al.,2019) (Hassan& Shamsudin,2019) (Noor et al.,2020) (Gabbianelli & Pencarelli,2023).

Service Personnel: Service personnel profoundly impact foreign student satisfaction, excelling in competence, communication, and cultural sensitivity. From academic advisors to administrative staff, they shape the overall experience. Competence in addressing unique needs, multilingual communication, and understanding diverse cultures foster positive interactions. Providing reliable assistance, empathy, and proactive problem-solving enhances satisfaction. Beyond academics, service personnel offer crucial support in accommodation, visa processes, and adapting to a new cultural environment. These interactions significantly influence the overall satisfaction and well-being of foreign students.

Service Process: The service process, integral to foreign student satisfaction, covers interactions from enrollment to graduation. An efficient, student-centric process ensures seamless transitions, positively impacting satisfaction. Clear communication channels, accessible information, and streamlined administrative procedures tailored to international students' unique needs are pivotal. A well-structured process involves anticipating challenges, providing timely information, and offering support at key touchpoints. Optimization of the service process contributes significantly to a positive and fulfilling experience for foreign students, positively impacting academic success and well-being in a new and unfamiliar environment.

Facilities and Amenities: The quality of facilities and amenities is pivotal in shaping foreign student satisfaction, extending beyond academic excellence. Well-equipped libraries, modern classrooms, comfortable accommodation, and recreational spaces influence the overall experience. Accessible, state-of-the-art facilities contribute to a conducive learning environment, enhancing satisfaction and fostering a sense of belonging. Adequate amenities, including sports facilities, cultural spaces, and communal areas, are essential for social integration and well-being. Institutions investing in a comprehensive infrastructure positively impact international students' satisfaction, academic performance, and overall comfort and security in their host country.

Service Quality: Service quality significantly influences foreign student satisfaction, encompassing academic support, cultural integration, and accommodation services. It revolves around the competence, responsiveness, and empathy of service personnel, along with the efficiency of service processes. Clear communication, comprehensive guidance, and attention to diverse needs contribute to positive perceptions. Well-maintained facilities and amenities further enhance the overall experience. Striving for excellence in these dimensions ensures international students receive the necessary support, fostering a positive and enriching educational journey. The pursuit of service quality directly influences satisfaction and success in a foreign academic environment.

METHODOLOGY

Population and Sampling

The population used in the research consists of 24 undergraduate students, 107 master's students, and 297 doctoral students, totaling 428 individuals.

$$n = \frac{428}{1+428(0.05)^2} = 207$$

From the calculation, the total sample size will be 207 people. The sample size of the stratified sampling method was determined using proportional sampling. (Proportional Allocation) is.

$$nh = \frac{n}{N} \times Nh ; h = 1, 2, \dots, L$$

Table 1: Sample size of each level when N = 428 and n = 207

| No. | Degree | Nh | nh |
|---------|------------------------|------------|------------|
| 1 | Doctoral Students | 297 | 144 |
| 2 | Master's Students | 107 | 51 |
| 3 | Undergraduate Students | 24 | 12 |
| Summary | | 428 | 207 |

From table 1: Therefore, from the calculations, the sample sizes for each stratum for this research are as follows: 144 Doctoral students, 51 master's students, and 12 bachelor's students.

Research Instrument

In this study, the researcher utilized a questionnaire as a tool, consisting of both open-ended and closed-ended questions developed based on theoretical concepts and relevant research. The questionnaire study can be categorized into three parts:

Part 1: General information about the respondents, such as gender, age, educational level, field of study, and duration of service usage.

Part 2: The satisfaction of students with the service quality of the College of Innovation and Management at Rajabhat Suan Sunandha University. This part comprises questions in four dimensions: personnel providing the service, the process of service delivery, the physical environment and facilities, and the overall service quality.

This part of the questionnaire is in a rating scale format with 5 levels, and the scoring criteria are as follows:

- 5 High suitability level
- 4 Moderate suitability level
- 3 Average suitability level

- 2 Low suitability level
1 Very Low suitability level

Part 3: Suggestions and recommendations.

Data Analysis

Statistics used in data analysis to answer the objectives of this research are descriptive statistical analysis used to describe the demographic characteristics of the sample, the statistics used were frequency and percentage, mean, and standard deviation.

RESULTS

The results of the questionnaire study measuring the level of satisfaction of Chinese students towards the service quality of the College of Innovation and Management, Suan Sunandha Rajabhat University, It was found that among the Chinese student sample, a total of 207 individuals, 56.60% were males, 43.00% were aged 41 years and above, 69.56% was pursuing doctoral degrees, 41.55% were Chinese doctoral students majoring in Innovation and Management, and 60.87% accessed services mostly during the time period from 13:00 to 16:00 As shown on table 2.

Table 2: The amount and percentage of participant General information of demographic

| Variable | Participants (Units) | Percentage |
|---|----------------------|---------------|
| Gender | | |
| Male | 117 | 56.50 |
| Female | 90 | 43.50 |
| Summary | 207 | 100.00 |
| Age | | |
| 21-25 | 12 | 5.80 |
| 26-30 | 19 | 9.18 |
| 31-35 | 42 | 20.29 |
| 36-40 | 45 | 21.73 |
| More than 41 | 89 | 43.00 |
| Summary | 207 | 100.00 |
| Education Level | | |
| Undergraduate Students | 12 | 5.80 |
| Master Students | 51 | 24.64 |
| Doctoral Students | 144 | 69.56 |
| Summary | 207 | 100.00 |
| Programs | | |
| Bachelor's degree of International Trade | 12 | 5.80 |
| Master's degree of Innovation and Management | 43 | 20.77 |
| Master's degree of Sport Management | 8 | 3.86 |
| Doctor of Philosophy in Innovation and Management | 86 | 41.55 |
| Doctor of Philosophy in Sport Management | 58 | 28.02 |
| Summary | 207 | 100.00 |

| | | |
|-----------------|------------|---------------|
| Duration | | |
| 09.00-12.00 | 81 | 39.13 |
| 13.00-16.00 | 126 | 60.87 |
| Summary | 207 | 100.00 |

Table 2: the amount and percentage of the quality of services for foreign students: a case study of Chinese students in college innovation and management, Suan Sunandha Rajabhat university

| Dimension | Mean | S.D. | Levels Of Satisfaction |
|-----------------------------|-------------|-------------|-------------------------------|
| 1. Personal Service | 4.38 | 0.10 | High |
| 2. Service Process | 4.39 | 0.09 | High |
| 3. Facilities and Amenities | 4.44 | 0.20 | High |
| 4. Service Quality: | 4.49 | 0.18 | High |
| SUMMARY | 4.42 | 0.05 | High |

From Table 2: It was found that the level of satisfaction among Chinese students towards the service quality in all four dimensions of the College of Innovation and Management, Suan Sunandha Rajabhat University, is overall at a high level. The average satisfaction score is 4.42, indicating high satisfaction across all four dimensions. The dimension with the highest average score is the service quality dimension, followed by facilities and amenities, service process, and service personnel dimensions.

CONCLUSION AND FUTURE WORK

Conclusion

Development Guidelines for Service Quality for International Students at the College of Innovation and Management, Suan Sunandha Rajabhat University. The development guidelines in each aspect are as follows:

Service Personnel: The organizational unit conducts training and development programs for staff, focusing on English or Chinese language proficiency. This is to assist Chinese students in addressing various questions and providing training in personal presentation, dressing, and communication skills. Staff members are expected to enhance their knowledge and experience to provide accurate and precise guidance to students. **Service Process:** Prepare manuals in Chinese or English to help Chinese students understand various document processing procedures. Clear explanations of processes, such as graduation procedures, tuition fee payments, and exam registration, should be provided through various media channels. Additionally, to enhance student convenience, download areas for various documents (such as application forms) should be increased. **Facilities and Amenities:** The College of Innovation prepares classrooms, research consultation rooms, and seating areas for document processing to be comfortable, convenient, and clean. Centralized equipment, such as pens, correction

pens, erasers, and various document request forms, should be made available to students. Service Quality: Conduct satisfaction surveys or feedback boxes for users to express their opinions or suggestions regarding the services. This feedback will be used to adjust and improve service quality for the College of Innovation and Management to better meet the needs of Chinese students.

The quality of service in all aspects is crucial for creating a positive organizational image. It leaves an impression on service users, encouraging them to return for services or promoting positive publicity. All of this is incomplete without service personnel who have a service-oriented mindset, possess knowledge and skills, and understand the importance of service. These factors contribute to the development of service quality for Chinese students at the College of Innovation and Management, Suan Sunandha Rajabhat University.

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