

Abstract

Title: New Students' Service Quality Expectations of Payap University: A Comparison Between Thai and International Undergraduate New Students

Researcher: Bc.Jiří Podhřma

Project Advisor: Dr.Somboon Panyakom

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The objectives of this study are to investigate the level of expectations on service quality and Payap University students (New Thai / International students) and to compare the differences in expectations on service quality between the groups, degree of tolerance and value factors in relation to service quality. The study utilizes quantitative data that has been collected through questionnaires. 260 undergraduate students from Mae Khao Campus were selected and convenience sampling techniques of non-probability were adopted in the selection process.

Findings indicate that most of the participants were females (70.4 percent). The highest number of respondents participated from English major (13.6 percent) followed by Accounting (10.0 percent). Most of the respondents (92.3 percent) believe that Payap University is the best place to study in Thailand. Main factors for choosing Payap University as higher education organization are Quality (28.5 percent) and Cost (28.1 percent) followed by Many foreign students (26.5 percent) and Good facilities (16.5 percent).

Thai students have high expectations over three dimensions. They include reliability ($\bar{X} = 4.129$), assurance ($\bar{X} = 4.041$), responsiveness ($\bar{X} = 3.987$), empathy ($\bar{X} = 3.838$) and tangibles ($\bar{X} = 3.838$), with the total average score for expectation ($\bar{X} = 3.964$). Similarly, International students have high expectations over three dimensions. They include responsiveness ($\bar{X} = 4.1$), reliability ($\bar{X} = 4.05$), assurance ($\bar{X} = 3.967$), empathy ($\bar{X} = 3.711$) and tangibles ($\bar{X} = 3.711$), with the total average score for expectation ($\bar{X} = 3.907$).

In terms of SERVQUAL, it was found that Payap University's new undergraduate students on Mae Khao Campus, both Thai and International students, have high expectations over three dimensions, which include reliability ($\bar{X} = 4.120$), assurance ($\bar{X} = 4.033$), responsiveness ($\bar{X} = 3.992$), empathy ($\bar{X} = 3.823$) and tangibles ($\bar{X} = 3.823$), with the total average score for expectation ($\bar{X} = 3.958$).

When testing the different means between the two groups, it was found that there are not any significant differences found between Thai and International students in all dimensions at statistical test 0.05. This can be concluded that there are no differences between Thai and International students.

In terms of tolerance and value factors, the results showed that Thai students have a low level of tolerance in one factor: the "Academic staff do not give full attention and / or quality feedback" ($\bar{X} = 2.457$). Similarly, the International students have a low level of tolerance, and also a disagree level that "Academic staff do not give full attention and / or quality feedback" ($\bar{X} = 2.067$).

In terms of zone of tolerance (ZOT), it was determined that Payap University new undergraduate students in Mae Khao Campus (Thai and International) have a low level of tolerance in one factor: "Academic staff do not give full attention and / or quality feedback" ($\bar{X} = 2.412$). The total ZOT coefficient for Payap University new undergraduates students in Mae Khao Campus is ($\bar{X} = 2.7$) which shows the neutral level of tolerance over all factors. There is not a independent sample t-test (95 percent), indicating that there are no significant differences between Thai and International students at statistical mean test 0.05.

In terms of value, it was found that Thai students strongly agree with three factors. They include, "I have a lot of friends on campus" ($\bar{X} = 4.626$), "Payap is a university for a high income group" ($\bar{X} = 4.342$), "I can study with foreigners and improve my english" ($\bar{X} = 4.246$). Similarly, International students strongly agree with one factor which is the most important for them: "I have a lot of friends on campus" ($\bar{X} = 4.467$).

New undergraduate students on Mae Khao Campus, both Thai and International students, strongly agree with three factors which are most important to them, and they include: "I have a lot of friends on campus" ($\bar{X} = 4.608$), "Payap University. is a university for high income group" ($\bar{X} =$