

## Services Quality of Dormitory in Min Buri District

He Chuan and Dr. Chinnaso Visitnitikija

Gaduat School of Business Administration, Kasembundit University, Bangkok, Thailand

**Abstract:** *The purposes of this study were to determine the level of resident services satisfaction and quality service factors influencing residents' services satisfaction of dormitory in Min Buri District by using questionnaire as a tool to study. The sample groups were 400 dormitory residences in Min Buri District. Collected data was analyzed by statistical application, such as percentage, mean, t-test, One-way Anova, and regression analysis.*

*On the basis of the results of this study, it could be concluded that most of respondents were females, age less than 31 years old, earned less than bachelor degree, monthly income less than 15,000 baht, and married status. The overall picture of the opinions on factors affecting service quality were at high level consisted of tangibility and the overall picture of the opinions of factors affecting service quality were at medium level consisted of reliability, assurance, empathy, and responsiveness. The results from hypothesis testing revealed that the different personal factors, such as gender, age, income, level of education, and marital status were not affected residences services satisfaction of dormitory in Min Buri District. The factors of services quality, such as eagerness of service personnel, pay attention for residential comments, clean and safety environment, personnel attempt to work and finish on difficult responsibilities, treat every resident equally and fairness influenced residents' services satisfaction of dormitory in Min Buri District at statistical significant 0.05 level.*

*Recommendations from the study results were that dormitory entrepreneurs should emphasize on recruiting service personnel who are capable of the services in each professional designation, maintaining the cleanliness of the dormitory area regularly, create a good environment in the dormitory, as well as organize the security of residents in order to build confidence and trust, response to residents need and requirement in order to compete with others in the same business.*

**Keywords:** *service quality of dormitory*

### 1. Introduction

The growth population of developing countries are increasing and the need of residences are the reflection of growth population. Most of major cities in the world are facing this situation, the problem of increasing population and the results of economics and social changes rapidly cause the shortage of housing. Consequently, residential area is densely and become degrade which can lead to various problems, such as disease and hygiene, teenagers, crimes, and many other problems. In addition to being dangerous directly to the welfare of the citizens, will weakens the advancement of both economic and social welfare. Housing is one of four basic needs to sustain human life besides foods, clothing and medicine. Humans are seeking more stable environment which varies according to the social condition. The cultural tradition of economic well-being throughout the growth which influence of various quality technology of the services. The service receivers will act as both assessors and suggestion with comments in the service improvement. The quality of the service is an element that affected or directly related to the recipient. From more numbers of residences and competition conditions, dormitory operators are aimed to business profits without concerning about social welfare of the tenants, lack of environment improvement and services, lack of good management, tenants move out because of lack of confidence in all aspects of safety and property. From the information of the problems described above,

researcher is interested in quality services of the dormitory in Min Buri District and bring the results from the study to be a guideline for service development of dormitory in Min Buri district.

### **1.1. The Purpose of the Study**

- 1. to study the level of resident services satisfaction of dormitory in Min Buri District
- 2. to study quality service factors influencing residents' services satisfaction of dormitory in Min Buri District.

### **1.2. The Scope of the Study**

The content of the services quality of dormitory in Min Buri District based on the concepts theory of Parasuraman consisted of tangible services ability, reliability, assurance, empathy, and responsiveness.

The sample groups of this study were residents who lived in dormitory in Min Buri District. The period of this study started on June until October 2559 B.E.

### **1.3. The Method of the Study**

The purposes of this study were to determine the level of resident services satisfaction and quality service factors influencing residents' services satisfaction of dormitory in Min Buri District. The study results can be service quality developing guidelines of dormitory in Min Buri District.

## **2. Sample Selection**

Primary data as the data collected by questionnaire distribution.

Secondary data as the data collected from books, periodicals, documents, texts, related research, and the Internet.

The questionnaire used as a tool to collect information, there were 3 steps in constructing questionnaire as follows:

- Personal factors were the general information of respondents, such as gender, age, income, level of education, etc. Created nominal scale which measured and organized data into groups based on a property as defined. Processing data information which obtained from respondents by using Microsoft Excel application to create pie chart and bar chart to describe the percentage, mean from personal data that we gathered.
- Nominal scale of questionnaire data regarding factors influenced services quality of dormitory in Min Buri District and separate data into different groups which depend on data property. There were 28 questions on a checklist.
- Questions regarding residents' satisfaction of services quality of dormitory in Min Buri District. Respondents may be offered a choice of five pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five-point scale which is used to allow the individual to express how much they agree or disagree with a particular statement. The Likert scale were used a five-point rating scale and process with one statement.

Processing the information obtained from the questionnaire with Microsoft Excel program by finding the percentage and the average (Mean) and created pie charts, and a bar chart. With a description of results obtained from charts offer to analyze the characteristics of the various variables.

Created questionnaires were sent to advisor to check for the content, language, clarity, accuracy, and completion according to the study results. These questionnaires were conducted and corrected with sample group of 40 people before sending it to the study groups of 400 tenants.

### 3. Statistics Used in the Data Analysis

Descriptive statistics specified and explained personal information, then applied statistical application for the percentage, mean, and standard deviation to describe the demographic data of the respondents for various variables. Inferential statistical application tests used for analysis in t-test, F-test, One-way Anova, and regression analysis.

### 4. The Results of the Study

The results from the study revealed that most of 400 respondents were males, age less than 31 years old, earned less than bachelor degree, and monthly income between 10,000-15,000 baht.

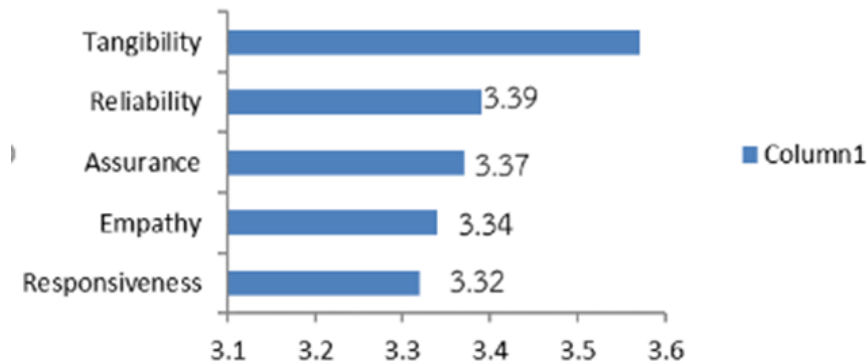


Fig. 1 Shows quality service factors influencing residents' services satisfaction of dormitory in Min Buri District

The results from the study revealed that the quality serviceable factors influencing residents' services satisfaction of dormitory in Min Buri District consisted of 5 aspects. Quality serviceable factors influencing residents' services satisfaction of dormitory in Min Buri District, such as tangible serviceable ability was at high level ( $\bar{x}=3.57$ ). The average picture of the opinions on quality serviceable factors influenced residents' services satisfaction of dormitory in Min Buri District were at medium level, such as reliability ( $\bar{x}=3.39$ ), assurance ( $\bar{x}=3.37$ ), empathy ( $\bar{x}=3.34$ ), responsiveness ( $\bar{x}=3.32$ ). The average picture of the opinions of quality serviceable factors of dormitory in Min Buri District were at medium level ( $\bar{x}=3.40$ ) which consisted of 5 aspects.

The overall picture of the opinions of the different quality of services affects residents' serviceable satisfaction of dormitory in Min Buri District with medium level. The details are as follows:

- Tangible serviceable ability aspect

The overall picture of the opinions on the tangible serviceable ability aspect of dormitory in Min Buri District were at high level consisted of dormitory location, easy access to dormitory, cleanliness, attractive atmosphere and the overall picture of the opinions were at medium level consisted of serviceable personnel with enthusiastic, available indoor parking spaces, and open for comments.

- Reliability aspect

The overall picture of the opinions on the reliability aspect of dormitory in Min Buri District were at medium level consisted of security control, appropriate fire escape staircases and fire extinguishers and the overall picture of the opinions were at medium level consisted of fire drills, services with honesty, personal belongings damage of lost warranty, and standard services.

- Responsiveness aspect

The overall picture of the opinions on the responsiveness aspect of dormitory in Min Buri

District were at medium level consisted ability of personnel, dormitory safety, rapidly response to tenant's request, serviceable personnel with enthusiasm, and services according to the tenants' requirement.

- Assurance aspect

The overall picture of the opinions on the assurance aspect of dormitory in Min Buri District were at high level consisted of safety control and the overall picture of the opinions were at medium level consisted of ability of personnel to advice tenants, and reasonable late charge fee.

- The empathy aspect

The overall picture of the opinions on the empathy aspect of dormitory in Min Buri District were at medium level consisted service to tenants equally, fairness, politeness, courtesy, pay attention to the problems, and complete their difficult assignments.

The different personal factors, such as gender, age, marital status, average monthly income, and level of education were not affected tenants' serviceable satisfaction of dormitory in Min Buri District.

Service quality factors affected tenants service satisfaction of dormitory in Min Buri District revealed that serviceable personnel have enthusiasm, pay attention to the tenant problems, clean dormitory, safety surrounding, serviceable personnel willing to complete their difficult assignment, well communication, service to the tenants equally, and fairness with statistical significant 0.05 level.

The quality of serviceable factors of dormitory in Min Buri District, from the study revealed that the overall picture of the opinions of service quality were at medium level which associated to the research study of Sunisa Jounjantouk. (2553 B.E.) who studied on education management and serviceable development guidelines of students' dormitory in Kasetsart University, Sri Racha campus, from the studied revealed that the overall picture of the opinions on services quality of most respondents were at medium level.

The overall picture of the opinions on the tangible serviceable ability aspect of dormitory in Min Buri District were at high level which associated to the research study of Uttasit Lolilert. (2556 B.E.) who studied on the services quality of private dormitory in Municipality of Nakorn Ubon Ratchathani, from the study revealed that the overall picture of the opinions on tangible serviceable ability were at high level.

The overall picture of the opinions on the Reliability aspect of dormitory in Min Buri District were at medium level which associated to the research study of Suppakorn Paemane. (2550 B.E.) who studied on the services quality of apartments in Toong Cru District and the study revealed that the overall picture of the opinions on reliability aspect were at medium level.

The overall picture of the opinions on the responsiveness aspect of dormitory in Min Buri District were at medium level which associated to the research study of Suppakorn Paemane. (2550 B.E.) who studied on the services quality of apartments in Toong Cru District and the study revealed that the overall picture of the opinions on responsiveness aspect were at medium level.

The overall picture of the opinions on the assurance aspect of dormitory in Min Buri District were at medium level which associated to the research study of Sunisa Jounjantouk. (2553 B.E.) who studied on education management and serviceable development guidelines of students' dormitory in Kasetsart University, Sri Racha campus and study revealed that the overall picture of the opinions on assurance aspect were at medium level.

The overall picture of the opinions on the empathy aspect of dormitory in Min Buri District were at medium level which associated to the research study of Laddavan Duangkamjan. (2550 B.E.) who studied on the services quality of dormitory of Mae Fah Luang University and the study revealed that the overall picture of the opinions on empathy aspect were at medium level.

The overall picture of the opinions on service factors influenced tenants' satisfaction were in medium level which associated to the research study of Saranya Tuamlamul. (2552 B.E.) who studied on dormitory management correlated to tenants' satisfaction in Utai District, Ayuthaya province. In addition, the research study of Saovane Vivatpanich. (2541 B.E.). studied on tenants' satisfaction of the services at Ramkhamhaeng University woman dormitory and study revealed that tenants' satisfaction was at medium level.

## 5. Suggestion for the Future Study

Study of the factors influencing dormitory business success in Min Buri District.

## 6. References

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