

Quality Service Management of Ranong Center of Education, Thailand

Tawatpupisit Pattaradapa* and Worawit Chindapol**

This research aims to: 1) investigate the overall attitudes of the University students towards the quality service management of Ranong Center of Education, Suan Sunandha Rajabhat University, Thailand; and 2) compare the attitudes of the students from different programs towards the quality service management; and 3) develop strategies to enhance the quality service management for students at the center. This study used a quantitative research approach. The research sample consisted of 137 individuals including undergraduate and post graduate students of Suan Sunandha Rajabhat University studying at the Ranong center. The sample was obtained by simple random sampling. A questionnaire was used as a data collection method. The data were then analyzed by descriptive and inferential statistics. The research results showed that: 1) the overall attitudes of the students towards the quality service management was rated at a high level, and when considering each factor by random order found that student satisfaction toward service quality, high competencies organization, the role of Ranong Center of Education and good governance systematically; 2) the attitudes of students from different programs towards the quality service management did not significantly differ; and 3) the strategies to enhance the quality service management included: setting maximum students' satisfaction as an ultimate goal; providing continuous understanding and training on how to provide quality service to students for all related stakeholders including University executives, lecturers, and supporting staff members; and setting a clear action plan aiming to enhance the quality of service provided for students.

Keywords: quality service management; attitudes; students; Suan Sunandha Rajabhat University.

Field of the research: Management

1. Introduction

Ranong Center of Education was established with Rajabhat University Act (2004) as the University for local development that aspect to educated, academic support, highly occupation, teaching, research and academic service for society. Also to improve and developing technology, cultural conservation and lecturer morality support. So that, Ranong Center of Education was followed with the Rajabhat University Act objective both with rely on administration policy of Suan Sunandha Rajabhat University where produce graduated student who has knowledge and moral in master and bachelor degree programs. Proudly in local cultural and national. Learning and support the strength of community leader who respect in democratic under authority of the king. There are moral and ability to manage community and local for the whole benefit. Also to research and following the economic sufficiency philosophy in operation that cover with finding the way to conserved and spent national resources and environment which balancing and stable. (Rajabhat University Act in 2004, 2004, p.8).

*The Graduate School, SuanSunandhaRajabhat University, 1 U-Thong nok Road, Dusit, Bangkok10300 Thailand; Email: tawatpupisit.pa@ssru.ac.th; Tel. +6621601174; Fax. +6621601177

**The Graduate School, SuanSunandhaRajabhat University, 1 U-Thong nok Road, Dusit, Bangkok 10300 Thailand; Email: worawit.ch@ssru.ac.th; Tel. +6621601174; Fax. +6621601177

However, Ranong Center of Education in the name of government organization under Suan Sunandha Rajabhat University where is the University of local development should be join to follow up the Thai governance development strategy. All that order, the reason to interested in study a paradigm of service quality by Ranong Center of Education for respond the main objective of governance development strategy to developing student service quality that rely on the role of government to participated in Thai governance development.

2. Literature Review

Theory and Concept on Paradigm, Cultural and Value in Thai Governance

The word Paradigm is a new concept was happened in 1962 from Thomas Kuhn who is famous philosopher in the book names "The Structure of Scientific revolution" in 1962. It's was presented this concept about paradigm which concluded that in any change or knowledge revolution were began with paradigm change from human awareness in the past. So that, behavior and education process must be changing too that can be a new discover in new methodology were challenge an old paradigm ship (Kuhn, 1970)

Schwant (2001) mention that the paradigm concept of Khun can divided in 2 definitions which are concept framework or knowledge framework to solve the problem that scholar in same group are participate to do such as scientist, socialist, political man, lawyer and public administrator. Secondly definition is believe, valuable, learning methodology or human behavior toward vision to realism in the word. (Guba, 1990 as cited in Chai Pothisita, 2011, pp.61 – 62)

So that, from literature reviewed on paradigm in concept of Kuhn can concluded that

1) Ontology can asking for what is the realism paradigm were happen in the world natural of truth and natural believe how is the process of learning.

2) The relation between who finding truth or epistemology should have how is relationship, how is methodology that can be use epistemology to explain the truth or knowledge un the world.

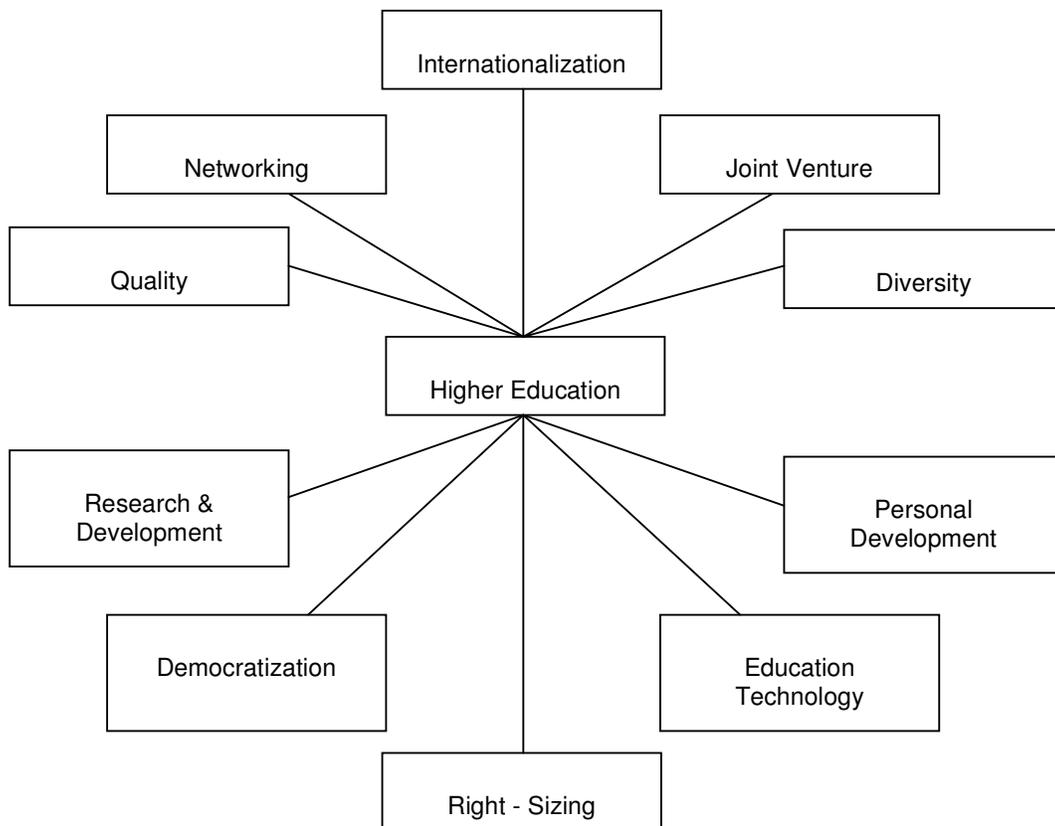
3) Methodology as the way to trough the truth or knowledge in the world depend on natural believe of knowledge and the world depend on natural believe of knowledge and reasonable between who discover the truth and reasonable knowledge that without knowledge or valuable and bring the result to apply for finding the truth

Comparing perspective: old public administration, new public management, and new public service

	Old public administration	New public management	New public service
Primary theoretical and epistemological foundation	Political theory, social and political commentary augmented by naïve social science	Economic theory, more sophisticated dialogue based on positivist social science	Democratic theory, varied approaches to knowledge including positive, interpretive, and critical
Prevailing rationality and associated models of human behavior	Synoptic rationality “administrative man”	Technical and economic rationality “economic man”, or the self-interested decision maker	Strategic or formal rationality, multiple test of rationality (political, economic, and organizational)
Conception of the public interest	Public interest is politically defined and expressed in law	Public interest represents the aggregation of individual interests	Public interest is the result of a dialogue about shared values
To whom are public servants responsive	Clients and constituents	Customer	Citizens
Role of government	Rowing (designing and implementing policies focusing on a single, politically defined objective)	Steering (acting as a catalyst to unleash market forces)	Serving (negotiating and brokering interests among citizens and community groups, creating shared values)
Mechanisms for achieving policy objectives	Administering programs through existing government agencies	Creating mechanisms and incentive structures to achieve through private and nonprofit agencies	Building coalitions of public, nonprofit, and private agencies to meet mutually agreed upon needs
Approach to accountability	Hierarchical-administrators are responsible to democratically elected political leaders	Market-driven- the accumulation of self-interests will result in outcomes desired by broad groups of citizens (or customers)	Multifaceted-public servants must attend to law, community values, political norms, professional standard, and citizen interests
Assumed organizational structure	Limited discretion allowed administrative officials	Wide latitude to meet entrepreneurial goals	Discretion needed but constrained and accountable
Assumed motivational basis of public servants and administrators	Pay and benefits, civil-service protections	Entrepreneurial spirit, ideological desire to reduce size of government	Public service, desire to contribute to society

Theory and Concept on Role of the University for local development in century 21

PhakorbKuprat (1995, p.163) mentioned that changing trend of Thai University in the future consisted of 1) Thai University system as the democratic that external scholar will represent the people to participate in strategy policy, conserve the benefit, and increase to make the benefit for universities by produce the efficiency graduated student, research, traditional preserve and local academic service also to society more 2) The diversity created among society and University to respond economic and liberal to produce process in each majors which are differently 3) Focus on Quality following the trend to aware on more quality, has some process to approve the quality as well 4) Universities in the future will has suitable size for subsidize the financial and expenses for valuable 5) Use education technology in widely for diversity service 6) Relation network system or the vertical command line will changing to be network system, dependence and have a mutual benefit that focus on respond to the customer with efficiently 7) Joint investment in higher education such as production of graduated, research, academic service and traditional preserve which usual to connecting with external organization for benefit from participated activities 8) Up to international level in the future, all of universities will growth up to international level can be happening in many way with connecting to the world and adapt for quality challenging 9) Basic exploratory research and research for development. All of universities can be more developing themselves which are graduates production, local academic service and lead the society in the right way 10) Personality development Universities should be aware on graduates personality development more to improve our human resources as the chart that showed the trend of higher education changing in the future.



The future trend of Thai higher education

Source: *Higher Education Responsibility*. Office of the Education Council. (2000).

Theory and concept on the role of higher education to develop local in century 21

The strategy to develop Suan Sunandha Rajabhat University

To achieve vision and The educational center develops into a desirable future usual to plan and has strategy in long-term and planning for the way to developing in any parts that can be dynamic in same direction. So that, should have national long-term strategy for pass on from theory to operation in each period for continually and integration. Also to understand education center together. So that, Ranong Center of Education, Suan Sunandha Rajabhat University was planed the 5 years strategy between 2017-2022 which are 1) Network Connecting Strategy 2) Opportunity Support and add a source of income 3) Human efficiently development 4) Growth with good governance Strategy for develop Ranong Center of Education, Suan Sunandha Rajabhat University administration will on goal that use the concept Balanced Scorecard to apply

Table 1 Goal setting of Successfully strategic achievement

Considering Factors	Goal setting of Successfully strategic achievement			
	Networking	Income	Humanities Development	Good Governance
The Financial Perspective	External Organization can Independence	-Have Liquidity -Have Ability to pay -Additional Sources of Income	Efficiently and Quality of Working	Valuable
The Customer Perspective	Created Value as a Network	Satisfied	Satisfied	Satisfied
The Business Process Perspective	Has personal and working system that rely for network connected	Efficiently financial administration system	Efficiently working system	Rapidly, Correctly and Fairly working system
The Learning and Growth Perspective	Knowledge Administration	Knowledge Management	Intelligence Technology, language and Communication	Knowledge Administration

Manit Boonprasert et al (2003) was studied on higher education management found that all of Thai higher education were alerted with changed that make the innovation of institution management consist of general administration, academic administration, research administration, Financial management and also to human resources administration that conclusion that

General Administration found that almost of Changing dynamic were from the education revolution and the government policy which expect the universities will liberal in management and can depend on it's self. Internal university changing as proactive management from the different movement in each universities that affected to changing the different of administration as well. The factors that should be aware is institution identity such as philosophy, vision, mission administrator management, institution identity and operation period. Moreover found that, the similar changing is the new organization structure change, internal organization process to be quality process and external quality assessment which focus on working result for preparing to be autonomy university. Some

university was selected some organization as a role model of autonomy university. In the other hand, the private university aware on business administration and also to focus on invest toward the organization structure and flexible administration system.

Academic Administration showed that the higher education must be responding on teaching that focus on the student more. In addition to analysis the student demand. Almost of the higher education were applied the business concept to create a new curriculum that respond to labor market and also to special program off-time arrangement. Moreover, they has marketing strategy on location, unit expense with payment system. In some curriculum may be affected to academic image both with teaching quality and focus on profit more than academic valuable or the university for all. So that, academic administration should focus on the knowledge that can be applying to make more value added in framework of academic service for society. Moreover, some higher education were developing the academic co-operation as academic network on social media as well.

Research Administration found that the government university has trend to supporting the research to be the research university by established the research organization, research scholarship, research training program, support the personal for research co-operation with other university, opened the international program of graduate school with oversea universities and Published the research journal. Moreover, Research administration were related with university administration system as well that consisted of policy, strategy, financial, personal ability for research, vision, objective and goal for continually to developing the research.

Financial Management found that government higher education income from there are two pare are annual government statement of expenditure and wages education also to other source of income to seek. So that, The institution should beware how to earning income that must be rely on mission, vision, organization cultural and institution image in long term. So that, Income and Financial administration should be on education quality, new knowledge, technology, academic integration for the community, Patent or Disclosure sale and land asset administration with efficiently and stable.

Human Resources Administration found that university should aware on any level of human resources that cover with university senate committee, president, dean, organization leader and other faculty personals that rely on the law consist of personal management option, selection process, The salary rate that different from government system from the official government and government employee. The trend of more appointment is full time contract, part time contract, co-personal in some position, new employee has higher salary than the official government but must be pass the work evaluated of each organization. Some organization aware on contracting system both with lecturer and supporting staff and some organization use the external employment system to supplied with them organization and also to decrease the personal number. In addition, the higher education should be improve both with lecturer and supporting staff. Especially, The administrator leadership in government higher education that will challenge with human resourced quality as a key to created new management system. However, if they are with out the same vision that make the difficult to improve them organization.

Kanter (1983: 2002) was explained on the change master that from essence of environment organizations and The role of leadership which must be motivating other to working more than the expectation consisted of the importance factors toward organization changing such as review the past vision, Personal responsibility for new mission, The benefit of information and organization resources and also to aware on cultural

organization valuable to respond the stakeholder demand. Meanwhile, Kanter was recommended the concept of Reduce Anti Change consist of 1) Review the past vision to be a new concept or new paradigm ship for working 2) Personal and Organization Competencies Development 3) Inspiration communicated for all member 4) Teamwork Process 5) Focus on Change and 6) Provide value for awarding to ensure the change.

3. The Methodology and Model

The sampling in this research were students of Ranong Center of Education, Suan Sunandha Rajabhat University there are 213 peoples who selected by sampling calculate for there are 137 peoples as Krejcie& Morgan table chart (Krejcie& Morgan, 1970, pp.608-609) and the sample was obtained by simple random sampling.

Table 2 The sampling consist

Source	Population	sampling
1. Ranong Center of Education Administrator	3	3
2. Lecturer	20	12
3. Bachelor degree student	80	51
4. Master degree student	110	71
Total	213	137

The sampling consist of 1)Ranong Center of Education Administrator there are 3 peoples 2) Lecturer there are 12 peoples 3)Bachelor degree student there are 51 peoples 4)Master degree student there are 70 people all total are 137 peoples.

Research equipment in this study is questionnaire paper from literature review and related research. The questionnaire paper were divided in there are 3 parts consist of part 1 personal data of the sampling which are gender, ages, program and hometown. Part 2 is the opinion on paradigm and quality service of Ranong Center of Education there are 4 factors which are 1) The satisfaction of student and lecturer toward quality service of Ranong Center of Education 2) The role of Ranong Center of Education 3) Good governance system and 4) To be highly competency organization. Part 3 Opinion and recommendation toward paradigm and service quality of Ranong Center of Education . So that, Researcher were tested of equipment quality, the content valid and confidential value which are 1) Content Validity from the professional approve on content, language and the related with objective by content validity calculated between question and purpose. 2) Reliability Researcher bring all of questions that considered by professional to try out with the sampling for there are 30 papers and Alpha Coefficient with Cronbach methodology there has value from 0.70 up and also to data collected for data analysis continually. However, Researcher will bring questionnaire paper for data collective at Ranong Center of Education that spent the time in March 2017.

4. The Findings

Opinion on Service Quality of Ranong center of education, Suan Sunandha Rajabhat University about Students satisfied, service role, good governance system and to be a highly competency organization

Table 3 Opinion on Quality Service of Ranong Center of Education there are 4 factors

Opinion	\bar{x}	S.D.
Service Quality factor of students satisfaction	3.82	.709
The Role of Ranong Center of Education	3.68	.754
Good governance system	3.63	.742
To be a highly competency organization	3.70	.597
Total	3.71	.692

Table 4 Compare Quality Service of Ranong Center of Education that divided in each programs

Opinion	Programs	\bar{x}	S.D.	t	p-value
Service Quality factor of students satisfaction	Bachelor Degree	4.52	.401	3.731*	.058
	Master Degree	3.41	.493		
The Role of Ranong Center of Education	Bachelor Degree	4.41	.414	1.432*	.514
	Master Degree	3.24	.540		
Good governance system	Bachelor Degree	4.35	.402	2.054*	.157
	Master Degree	3.20	.541		
To be a highly competency organization	Bachelor Degree	4.23	.394	2.421*	.125
	Master Degree	3.38	.455		
Total	Bachelor Degree	4.38	.396	1.318*	.256
	Master Degree	3.31	.492		

** Significant Statistic at 0.5

5. Summary and Conclusions

The student of Ranong Center of Education has opinion on paradigm and service quality administration consist of The satisfied of student toward service quality, The role of Ranong Center of Education, Regulatory system with good governance and to be the highly competency organization which conclude that.

The satisfied of student toward service quality

The student of Ranong Center of Education has satisfied toward service quality on good service process that uncomplicated and easy to access. More over, The staff are gentle, has service mind, enthusiastic and friendly as well. In addition, The staff has good personality, listening to feedback from the customer, suitable respond to the customer and equality that without bias. Besides, Ranong Center of Education has comfortable to all of student for suitable technology in communicated that rely on concept of Withoon Simachokdee & Bo-vee Houston (1995) who mentioned that service quality there are 3 factors consist of service personal as a service keyman, Location and comfortable area which rely on the research of Manit Boonphasert et al (2003) that studied the administration of higher education on academic service and research that follow up the role of higher education. However, employee organization engagement reviewed of The student of Ranong Center of Education personal who working with Suan Sunandha Rajabhat University mission.

The Role of The student of Ranong Center of Education

The students of Ranong Center of Education opinion toward location, classroom, computer room, library and suitable environment arranging with higher education for local development. The expectation in the future of The student of Ranong Center of Education. The students think that quality service administration will make a public faith cover with people, student, parent and other stakeholder. In addition, should focus on public relation to make image and identity for continually that rely on The student of Ranong Center of Education , Suan Sunandha Rajabhat University strategy there are 5 year between 2017-2021 that Suan Sunandha Rajabhat University administrator has vision of Ranong Center of Education are Wisdom area can dependence and stable. So that, Ranong Center of Education expect to be a wisdom area for tourism and health where older can dependence also to stable of Ranong people and Andaman region which rely on Kanter research (1983:2000) showed that organization changing by reviewed the past vision, responding to new vision, aware in organization traditional, communicate for inspiration and committed in changed.

Create Good governance system

The students of Ranong center has opinion on regulatory system with good governance. Staff convey good behavior, morality and Honesty. The organization has suitable standard with staff who responded. Has plan for protect corruption with financial system and efficiently that rely on successful indicators of The students of The student of Ranong center that rely on Claudette (2003) about organization traditional that successful basic to adapt with paradigm ship, cultural and valuable on The students of The student of Ranong center, Suan Sunandha Rajabhat University strategy there are 5 years between 2017-2021.

To be the highly competency Organization

The students of Ranong center has opinion on to be highly competency organization about this University has communicated to explain vision and mission to the personal for clearly and continually in every semester by administrator. In addition, has personal development system with support for national and international conference, filed work study, oral presentation and support for who are outstanding in morality or good personal as a role model for motivate other employee that rely on Suan Sunandha Rajabhat University strategy where mention that Smart Archetype University of the society for there are mission that 1) To offer education 2) To conduct research 3) To provide academic services and 4) To conserve arts and culture that related with the research of Ratchana Santiyanon et al (2000) about new good administration of the University on quality of graduated student and outstanding in scholar to respond to local as the mission of higher education for local development.

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