

Determine The Factors Affecting The Service Quality Of The Lecture Department, National Economics University – Relevant Regulations For Constructing Universities

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Abstract

The purpose of this study aims to determine the factors affecting the service quality of the Lecture Department, National Economics University.

By using description, qualitative analysis including synthesis and inductive methods, This study finds out that Based on the results of the survey data, different subjects have different views on the criteria for evaluating service quality. Staff, teachers, and students value responsiveness and empathy, while classroom staff are more concerned with reliability and reassurance.

Keywords: teachers, regulations, building, universities, service quality
JEL: A20, A22, A23

1. Introduction

The objectives of the study:

- Determining the factors affecting the service quality of the Lecture Department, National Economics University
- Evaluation of the service quality of the Lecture Department, National Economics University, using the service quality gap model of Parasuraman (1985).

Research questions:

Question 1: What are relevant regulations in constructing universities?

Question 2: What are Factors affecting the service quality of the Lecture Department, National Economics University?

Next, An organization's customers are a collection of individuals, groups of people, businesses, etc., who have a need to use the company's products and desire to satisfy that need. Previously, when referring to customers, people only thought of those outside the organization that bought the goods that the organization provided. However, now the concept of customer has been extended into the organization. External customers are individuals and organizations that conduct transactions with an organization, in many forms: face-to-face meeting, telephone transactions or online transactions. Customers are the owners of the business, they are the ones who pay us by spending their money when using the products and services of the business. Satisfied customers are those who buy and receive products, services provided by the business. Customers have a choice, if our products and services do not satisfy customers, they will complain and can choose another supplier. According to the understanding here, the external customers of the lecture hall management department are the learners, who have to pay to enjoy the quality of the school's services, of which the quality of service in the lecture hall is an integral part. important, greatly affecting the quality of training of the University.

According to Feigenbaum (1991), “quality is a customer decision based on actual experience with a product or service, measured against customer requirements, these requirements may or may not be true. stated, consciously or simply perceived, purely subjective or technical and always representing a dynamic target in a competitive market”.

Service quality is the extent to which a service meets customer needs and expectations (Lewis & Mitchell, 1990; Asubonteng et al., 1996; Wisniewski & Donnelly, 1996). Edvardsson, Thomsson & Ovretveit (1994) argue that service quality is a service that meets customers' expectations and satisfies their needs.

According to ISO 8402, quality of service is “the set of characteristics of an object, which give it the ability to satisfy stated or implied requirements”. Service quality can be understood as customer satisfaction measured by the difference between the expected quality and the quality achieved. If the expected quality is lower than the achieved quality, the service quality is excellent, if the expected quality is greater than the achieved quality, the service quality is not guaranteed, if the expected quality is equal to the achieved quality- guaranteed.

Parasuraman et al (1985) argue that service quality is a function of the fifth gap. This fifth distance depends on the previous distances. That is, the distances 1, 2, 3, 4. Therefore, in order to shorten the 5th gap and increase the service quality, the service administrator must make efforts to shorten these gaps. The service quality model according to these researchers can be represented as follows:

$$CLDV = F((KC_5 = f(KC_1, KC_2, KC_3, KC_4))$$

In which, CLDV is the quality of service and KC_1, KC_2, KC_3, KC_4, KC_5 are the quality distances 1, 2, 3, 4, 5.

The five-difference model is a general, theoretical model of service quality. To be practical, Parasuraman has tried to build a scale used to assess quality in the service sector. According to him, any quality service is perceived by customers based on the following 10 components:

1. Reliability refers to the ability to perform services appropriately and on time right the first time.
2. Responsiveness expresses the desire and willingness of service staff to provide services to customers.
3. Competence refers to the level of expertise to perform the service. The ability to serve manifests when employees interact with customers, employees directly perform services, the ability to research to capture relevant information necessary for serving customers.
4. Access refers to creating all favorable conditions for customers to access services such as shortening customer waiting time, convenient service locations and opening hours for customers. .
5. Courtesy means warm service, respect and friendliness to customers.
6. Information (communication) related to communication, communicating to customers in a language they understand easily and listening to issues related to them such as explaining services, costs, resolving complaints complaints.
7. Credibility speaks of the ability to create trust for customers, making customers trust the company. This ability is reflected in the name of the company, the personality of the service staff who directly communicate with customers.
8. Security refers to the ability to ensure the safety of customers, expressed through physical and financial safety as well as information security.
9. Understanding the customer (understanding/knowing the customer) is expressed through the ability to understand the needs of the customer through understanding the requirements of the customer, taking care of them personally and identifying the regular customers. often.
10. Tangibles expressed through appearance, clothing The ten-component service quality model mentioned above has the advantage of covering almost all aspects of the service

2. Methodology

Authors use description, qualitative analysis including synthesis and inductive methods in this paper. Authors analyzed previous related studies as well.

Then this study also uses observations and dialectical methods.

3. Main findings

3.1. Introduction of NEU University Hanoi

After more than a decade of waiting, lecture hall A2, National Economics University (Hanoi), with modern French architecture has been put into use.

Started in late 2003 with a floor area of 96,000 m², up to now, the "building of the century" - the name of the A2 lecture hall of NEU students - has been basically completed and put into use in the new school year 2017 -2018.

The 10-storey building has 147 function rooms including classrooms, doctoral and master thesis defense rooms, group study rooms... and 6 elevators.

Figure 1- NEU building



(source: internet)

Figure 2 – new building for students NEU Hanoi



(source: internet)

3.2. Relevant regulations in constructing universities

The university's construction land and overall premises must comply with Section 2 of the National Standard TCVN 3981:1985 on Universities - Design standards with the following provisions:

2.5. The land area for construction of the university must satisfy the following requirements:

- Quiet for study and research, free from vibrations, electrical disturbances from smoke and toxic vapors, etc., affecting the health of staff, students and experimental and research equipment.
- There are convenient roads, ensuring the travel of officials and students, the transportation of materials, technical equipment and school activities.
- Convenient for supplying electricity, water, steam, telecommunications, etc. from the general supply network of the city and residential areas, reducing the cost of pipes and lines.
- The land area must be open, high, low cost in terms of foundation treatment or regional drainage.

2.9. The entire premises of a university must be fully researched and designed, and well settled on the relationship between immediate construction and future development, permanent construction works with temporary ones, especially is for learning, scientific research and practice workshops.

2.10. The construction density of the learning area is about 20 to 25%

2.11. University buildings and facilities must be at least 15 meters from the red line.

In case houses and works must be located near main roads and highways, the distance from the red road must be at least 50m.

2.12. The university construction site, which does not allow highways, main roads and streets to separate, should handle the flow of pedestrians and vehicular traffic in the school.

2.13. In the university construction site, it is necessary to plan for outdoor car parks, garages for motorbikes, bicycles and other means of transport.

2.14. The land for construction of the university must be surrounded by green trees, if other materials are used, it must be approved by the competent authority.

2.15. The area of flower gardens and green trees accounts for about 40% of the entire area of the school site."

Accordingly, the arrangement of locations for construction of universities must take into account future development of the university, and the use of land must be carried out in phases according to the construction plan, to avoid occupying land too soon.

A university consists of areas that are learning areas and scientific research facilities; Sports and Exercises area; student dormitories include housing and living facilities; living quarters of teaching staff and staff; Technical works area includes pumping station, transformer station, repair workshop, warehouse and garage for cars and bicycles.

Figure 3 – Students Life corners at Neu Hanoi



(source: internet)

3.3 Factors affecting the service quality of the Lecture Department, National Economics University

The status of service quality of the lecture department

The topic used has 5 criteria to evaluate service quality, which are:

- Reliability: Reflects the ability to deliver the promised service accurately.
- Responsiveness/Responsibility: Willingness to actively help customers and provide service enthusiastically. Ability to quickly recover in the event of a service failure.
- Guarantee: Is the performance of service in a polite and respectful manner to customers, good communication, care and confidentiality for customers.
- Empathy: Show thoughtful care, individual attention to customers, including the ability to approach and make efforts to understand customers.

Tangibility: The presence of working conditions, equipment, people and media.

When asked about the evaluation and ranking of the importance of each criterion to evaluate the service quality of the lecture department. Different subjects had different opinions, namely

Table 1- Assessment of service quality of surveyed subjects

Evaluation criteria	Meanings	Officers, lecturers	Students	Lecture hall officers
Reliability	Provide accurate and reliable service.	19.4%	15.8%	40.0%
Guarantee	Knowledge, skills, service attitude of staff.	16.1%	6.8%	25.0%
Tangibility	External appearance of service		9.0%	5.0%

	staff.	12.1%		
Empathy	Refers to the employee's understanding and concern for customers.	20.2%	22.5%	10.0%
Responsiveness	Willingness to help customers and provide prompt service.	32.3%	45.9%	20.0%

Based on the results of the survey data, different subjects have different views on the criteria for evaluating service quality. Staff, teachers, and students value responsiveness and empathy, while classroom staff are more concerned with reliability and reassurance.

4. Discussion and conclusion

In above section we present case at NEU University Hanoi Vietnam and Evaluation of the service quality of the lecture department at the National Economics University

4.1. Advantages

- Dedicated staff at work
- Good level of meeting the requirements of lecturers and students

4.2. Defect

- Not yet appreciated by teachers and students for reliability, assurance and tangibles
- The coordination between the teams of the Equipment Administration Department in the service work in the lecture hall is still not good, the time to handle and fix the problems is still slow.
- There are some staff members who have not done all the responsibilities and tasks assigned by the department, do not really understand the meaning and importance of the need to improve the service quality of the lecture department, so they still work. not yet highly responsible, etc.

So we need to improve lecture hall service contributing for NEU to ensure to improve the quality of comprehensive training, standardize teaching and service staff; creating a breakthrough in training quality in a number of key disciplines and specialties, reaching regional and international standards to ensure the spread and serve as a basis for the comprehensive improvement of the quality of training systems.

Facilities have been described as enabler that supports the teaching and learning process

Sahney et al. (2004) describe physical resources in the form of facilities among the vital inputs required for the success of educational institutions. Facilities have been described as enabler that supports the teaching and learning process (Sapri et al. 2009)

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Then, facilities considered as enabler to support teaching and learning process (Sapri et al, 2009). And Muhammad et al (2014) presented Six key themes that emerged from the analysis are: comfort; health and safety; access and quality of facilities; space provision and adequacy; participation and inclusiveness; interaction. These six items are considered as parameters that are important to students' wellbeing in relation to academic buildings. The most emphasised aspects of academic building that are essential to meeting students need include thermal conditions, internet access, furniture, duration of access, availability of refreshment facilities, availability of discussion room and availability of personal workstation. This implies that facilities managers in higher education institutions should give adequate attention to these identified aspects of academic buildings as they can potentially affect students output.

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Conflicts of interest

There is no conflict of interest

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