

Title Guidelines for Service Quality Development of NRRU-Ethics
in Nakhon Ratchasima Rajabhat University

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Abstract

This research objectives aim to: 1) synthesize the knowledge in perception of service quality, 2) study perception of service quality, and 3) determine the process in leading to the improvement of service quality. The 36 users of Human Research Ethics Services, Nakhon Ratchasima Rajabhat University, who were active in January 2016 to October 2017, were selected to be the target group by a purposive sampling. The qualitative research in documentary methodology, was used as a research instrument, and the secondary data was synthesized and collected by the content analysis in order to answer research questions. The SEVQUAL survey, a five-level scale was conducted to find the content validity (IOC) of 0.92., Cronbach's alpha coefficient of 0.93., data is collected online by E-mail and QRCode, which were recruited by 35 participants, representing 97.22%. Data were analyzed by descriptive statistics, frequency, percentage and inferential statistics. There were standard deviation, and descriptive and descriptive information. The research results found that

The overall and individual aspects of service quality's perception was high. The average of content analysis was showed in 1) The confidence ($\bar{X} = 4.30$) was the confidence and safety to use the service ($\bar{X} = 4.02$), 2) The response ($\bar{X} = 4.09$) was the fast service system ($\bar{X} = 3.74$), 3) The attentiveness ($\bar{X} = 4.00$) was the opportunity to receive the information of organization ($\bar{X} = 3.40$), 4) The reliability ($\bar{X} = 3.86$) was a sufficient number of service personnel or officers ($\bar{X} = 3.14$) and 5) The tangibility ($\bar{X} = 3.71$) was the publications about the service ($\bar{X} = 3.51$). Thus, it should be guidelines for the working development together with the development of the service provider. The sufficient number of service personnel, the use of media and information technology, and the providing of the suitable environment for the service also should be developed.