

# Process for Improving Service Quality of Kasem Bundit University Sports Center

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**Abstract**—Studying Guidelines for improving service quality of Kasem Bundit University Sports Center. The purpose is to study the quality of service. The satisfaction of users of Kasem Bundit University Sports Center. The study of Kasem Bundit University athletes The general public and Student of Kasem Bundit University The sample size was 391 persons. The percentage, mean, ANOVA / T-test, and Regression Analysis

The results showed that most respondents were female. Undergraduate education is student-level, quality of service of Kasem Bundit University Sports Center is at a high level. Contacting the service is the responsibility when the property lost and the accident. Service personnel are knowledgeable. Communicate with politeness. The property is standard and safe. The satisfaction of using the services of the Kasem Bundit University Sports Center was at a high level. The satisfaction of the service is equal. The service is fast. Staff are always available to take care of the service. The results of the hypothesis testing showed that personal factors in gender, age, education level and occupation were different in satisfaction of using the services of Kasem Bundit University. Not different

The quality of the trust service is the service that meets the needs and the service of assurance. The ability is. Service providers are knowledgeable. The communication is. The staff is easy to understand. And the concrete aspect of the service is. The property is suitable and the staff is sufficient to provide services. Influence on service satisfaction. At a significant level of 0.05. Suggestions From the results of the study, the athletes' sports center administrators should focus on the correct service procedures, international standards, staffing, and adequate staffing services. The development of knowledge and skills to train personality development for staff. Human relations Consciousness in providing continuous service, safety in life and property of the user. Throughout the period of service as well as add channels to communicate with users via social media channels such as Facebook, instagram line

**Keywords**— quality, satisfaction, service

## I. INTRODUCTION

Exercise importance The activity is done to make the body healthy. Exercise is not healthy to spend a lot of time. Just half an hour is enough. And do not need space or tools. There is only enough space to walk. Exercise will make it look good. Muscular strength Keep the body fresh Have the power to work and fight for life. It can also reduce stress. To grow and maintain good working conditions. The inability to

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exercise will result in the deterioration of the body or the health that is causing the disorder. Exercise is comparable to multivitamins. It is used as a preventive medicine and as a drug treatment or rehabilitation Nowadays, exercise is more and more, the institution of fitness services has become more and more competitive.

Quality of service is an important factor and a tool to help recognize the problem. And know the needs of people who use the service. The fitness institution is able to compete with its competitors. The study is interesting. Satisfaction of users of Kasem Bundit University Sports Center. Romklao Campus It is used as a guideline to improve the quality of service to meet the needs of users.

## II. PURPOSE OF STUDY

- 1) To study the level of service quality of the Kasem Bundit University Sports Center.
- 2) To study the satisfaction of users of the Kasem Bundit University Sports Center.

## III. SCOPE OF STUDY

- 1) Content, quality of service. Trust Accountability, accessibility, communication, security and the concrete of the service. Kasem Bundit University Sports Center And to study the satisfaction of users. Kasem Bundit University Sports Center By studying the equality factor. Fast service Sufficient service Continuous service
- 2) Population and sample The use of education is the user. Kasem Bundit University Sports Center 391 samples were selected

## IV. THE BENEFITS OF THE STUDY.

- 1) The level of service quality of Kasem Bundit University
- 2) Make aware of the satisfaction of users of Kasem Bundit University Sports Center.
- 3) Can be used as a guideline to improve the quality of service to meet the needs of users.

## V. HYPOTHESIS

- 1) Different personal factors were satisfied with the service of the Kasem Bundit University Sports Center. Different
- 2) Quality of service factors influenced satisfaction of using service of Kasem Bundit University Sports Center.

## VI. THEORETICAL CONCEPTS AND RELATED LITERATURE.

### A. *Quality of Service*

Parasuraman et al. (1990) defined the dimension of service quality in 10 aspects:

- 1) Trust Reliability refers to the reliability of the service. Employee behavior can assure the accuracy of customer service.
- 2) Responsibility Responsiveness means the readiness to respond. Provide timely service and appropriate service. And can help solve the problem. To customers as well. Competence means the ability of the service provider.
- 3) Skills to perform well in the job.
- 4) Access (access) means that customers can contact the service. The service is available on several channels, covering the opening hours. Location and method To facilitate the service.
- 5) Courtesy: Courtesy means the service of a polite, respectful customer. Be attentive and friendly to customers.
- 6) Communication Communication means communicating and providing information to customers. In a language that is easy to understand. Include comments and suggestions. Or customer feedback on matters related to the service.
- 7) Reliability Creditability means trust, honesty. Trustworthiness
- 8) Security (Safety) means feeling safe from danger, no risk. Or any ambiguity in the service.
- 9) Understanding and Knowing Real Customers Understanding / Knowing the Customer means trying to understand and understand the customer's needs.
- 10) Tangibles means the external appearance of personnel, equipment, services, and media outlets. Appropriate Beautiful and modern.

### B. *Satisfaction*

Millet (Millet, 1954, p.397) has expressed the view that public satisfaction with the services of government agencies has been summarized as the most popular goal that practitioners must take. Always keep in mind the five principles.

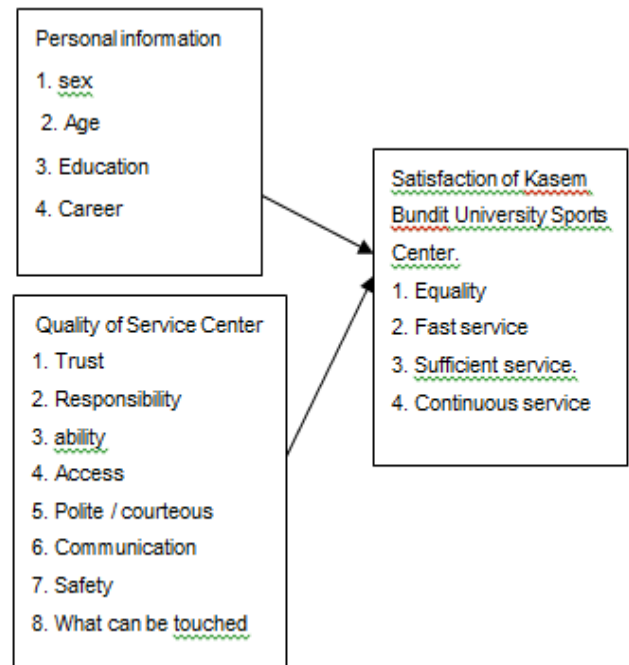
- 1) Equitable Service means the administration of justice. Government jobs are based on the idea that everyone is equal. So every citizen will be treated. Equal in every aspect of law, there is no discrimination in public service.
- 2) Timely Service means that the service must be viewed. Service must be on time.
- 3) Ample Service means the service must have Millet sees that equality or punctuality does not make sense if there are inadequate service levels and the location where services are provided. No Fairness to the client.
- 4) Continuous Service is the provision of services. usually5.

Progressive Service is the provision of improved services. Quality and performance In other words, the enhancement or the ability to Do more with the same resources.

## VII. CONCEPT OF FRAMEWORK

### A. *Independent Variables*

Variables



### B. *How To Proceed*

A quantitative study was used as a tool to collect data. The samples were 391 users of the Kasem Bundit University Sports Center.

### C. *Data Collection Method*

- 1) Data collected from Studying from various sources including textbooks, papers and other research findings. Associated
- 2) Information obtained from Responding Of the target audience And get yourself back. Complete the check. To ensure that the questionnaire is complete and can be analyzed for further information.

### D. *Data Analysis*

Processed data from the questionnaire by computer program by Percentage and Mean. Microsoft Excel, a program for pie chart and bar chart. Describe the result The results from the chart are presented for analysis of the variables. Statistics on data analysis were percentage, mean, t-test, t-test, ANOVA regression analysis.

## VIII. TRANSCRIPT

A. *Personal Information*

The majority of respondents were female. Age less than or equal to 25 years.

B. *A Study of Quality of Service of Kasem Bundit University.*

Trust Found that the overall average of service quality levels ( $\bar{X} = 4.24$ ). It is ensured that the service received is correct ( $\bar{x} = 4.30$ ). Significance and usefulness of the service ( $\bar{x} = 4.21$ )  $\bar{x} = 4.20$ ) respectively.

Accessibility Found that the overall average of service quality levels At the high level ( $\bar{x} = 4.26$ ), the convenience of communication (mean = 4.40), the speed of service ( $\bar{x} = 4.25$ )

Responsibility Found that the overall average of service quality levels ( $\bar{X} = 4.16$ ) is responsible for when the property lost ( $\bar{x} = 4.16$ ) responsible for the accident ( $\bar{x} = 4.16$ ), respectively.

Ability The overall mean of service quality was at a high level ( $\bar{x} = 4.15$ ), ie, knowledgeable ( $\bar{x} = 4.15$ )

The average quality of service ( $\bar{X} = 4.26$ ). The behavioral expression is modest ( $\bar{x} = 4.27$ ) 4.22) respectively.

The communication. The overall mean of service quality was at a high level ( $\bar{x} = 4.23$ ), consisted of politeness ( $\bar{x} = 4.25$ ) using easy to understand language ( $\bar{x} = 4.20$ ), respectively.

Security The overall mean of service quality was at a high level ( $\bar{x} = 4.18$ ), consisting of the property ( $\bar{x} = 4.26$ ). The instructional method ( $\bar{x} = 4.14$ ) monitored ( $\bar{x} = 4.13$ ) ) respectively

The concrete of the service. The overall average level of the quality of service centers was high ( $\bar{x} = 4.15$ ) with sufficient staff ( $\bar{x} = 4.21$ ). Suitable ( $\bar{x} = 4.10$ ), respectively.

C. *A Study of the Satisfaction of Users of Kasem Bundit University.*

Equality The overall mean of customer satisfaction was found to be At the high level ( $\bar{x} = 4.29$ ), the service equality ( $\bar{x} = 4.30$ ) is equal ( $\bar{x} = 4.27$ ), respectively.

Fast service It was found that the overall mean of customer satisfaction level At the high level ( $\bar{x} = 4.08$ ), the service is fast ( $\bar{x} = 4.08$ ).

The service is sufficient. It was found that the overall mean of customer satisfaction level ( $\bar{X} = 4.94$ ), sufficient service facilities ( $\bar{x} = 4.00$ ), adequate service facilities ( $\bar{x} = 3.94$ ), respectively.

Continuous service It was found that the overall mean of customer satisfaction level At the very high level ( $\bar{x} = 4.27$ ) is the officer taking care ( $\bar{x} = 4.27$ )

## IX. HYPOTHESIS TESTING RESULTS

Based on the results of the hypothesis testing, different personal factors were satisfied with the service. It was found that the difference in personal factors between sex, age, education level and occupation was not significantly different at the 0.05 significance level.

It was found that the quality of service that influenced the satisfaction of the service consisted of: Trust is a service that meets your needs and assures confidence. The ability is. Service providers are knowledgeable. The communication is. The staff is easy to understand. And the concrete aspect of the service is. The property is suitable and the staff is sufficient to provide services. At a significant level of 0.05.

## X. DISCUSSIONS

Trust The service factor meets the demand. The results of the research were as follows: (1) The satisfaction of Thammasat University undergraduate students toward the service of the sport center. Thammasat University Rangsit Campus found that the understanding of the feelings and needs of the academic service users. At the high level, they understood the needs of the users as well as the knowledge of the service providers. At a high level, service providers are knowledgeable in the rules of various sports.

Ability According to research results of Noppakung Thitip (2553BC), the satisfaction of Thammasat undergraduate students toward the service of sports center Thammasat University Rangsit Center Knowledge of the service provider. At a high level, service providers are knowledgeable in the rules of various sports. And the service providers are able to explain the information of the sports center to be easy to understand.

The concrete of the service. The property factor is appropriate. In accordance with the research results of Noppakung Thitip (2553BC), the satisfaction of Thammasat undergraduate students toward the service of sports center Thammasat University Rangsit Campus found that the buildings, facilities and facilities At the high level, the location is convenient to travel. Decorating a clean and beautiful place. Modern decoration Sukanya Boonnupe (2550BC) studied the behavior and satisfaction of the users of exercise services in Suphan Buri Sports Science Center. At the high level of convenience, convenience in contacting the location and ease of service. At the high level, there are sufficient personnel in the service.

## XI. SUGGESTIONS FROM THE STUDY RESULTS

The study of the development of service quality of Kasem Bundit University Sports Center. The study has the following suggestions.

- 1) The athletic center's administrators should support and prioritize the service process. There is a need for more accurate and universal service training. To staff and responsible.
- 2) The athletic department's administrators should focus on communicating with customers in a variety of ways. For example, there are additional channels to communicate through social media channels such as Facebook, Instragram line.
- 3) Sports center administrators should have sufficient staff to provide qualified staffing services. The development of knowledge and skills to train personality development for staff. Human relations Consciousness in continuous service.
- 4) Sports center managers should pay attention to the safety of their lives and property. Throughout the period of service.

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