

A Model of People's Expectations toward Service Quality

Pongsatean Luengalongkot¹, Anurat Anantanatorn², Teera Kulsawat³ and Pattrawadee Makmee⁴

{pongsate@hotmail.com.¹, anurat@go.buu.ac.th², teera@go.buu.ac.th³, pattrawadee@gmail.com⁴}

Burapha University, Thailand^{1,2,3,4}

Abstract. A model of people's expectations toward service quality provided by Phanatnikhom Town Municipality in Chonburi Province was developed and validated, based on the concepts of SERVQUAL model. The population consisted of 4948 people representing households residing in Phanatnikhom Municipality. The sample, derived by Simple Random Sampling by drawing lots, consisted of 400 residents representing households in Phanatnikhom Town Municipality. Questionnaires were used to collect the data. Data were analyzed by using Second-Order Confirmatory Factor Analysis. The research results indicated that people's expectation towards service quality provided by Phanatnikhom Town Municipality in Chonburi Province consisted of five factors. In order of factor loading they were: tangibility, reliability, responsiveness, assurance, and empathy. The validation of the model provided Chi-square $\chi^2 = 5.588$, $df = 4$, $\chi^2/df = 1.397$, $p\text{-value} = 0.2833$, $TLI = 0.985$, $RMSEA = 0.054$, $SRMR = 0.022$, $CFI = 0.967$.

Keywords: service quality, expectation, second-order confirmatory factor analysis

1 Introduction

By fostering preferences or contentment, service quality is related to providing intangible value to customers. The totality of a product's or service's attributes that might considerably increase customer satisfaction is referred to as the service quality. Service quality is crucial for every business as it affects both marketing and financial performance. Additionally, it is stated that a crucial sign of a long-lasting competitive advantage is service quality [1,2,5,6,7].

The Phanatnikhom Town Municipality services meet people wants' and needs in terms of saving their time. There are a lot of people who are using services nowadays. Phanatnikhom Town Municipality, in the Phanatnikhom district of Chonburi Province, aspires to be a town of excellent government, one that can deliver quality services to its residents and is distinguished by its efficiency, transparency, and accountability. In accordance with these administrative principles, the Municipality has established 5 elements to demonstrate quality services. These include fair service, prompt service, generous service, ongoing service, and progressive service. These elements, which have been adopted as quality service standards, can lead to public satisfaction with the Municipality's services and can prevent issues with the inability to provide fair, timely, ample, continuous, and progressive services to the public, whose rights to receive public services are guaranteed and protected by law, [9]. The researcher has chosen to conduct her research while keeping in mind the many changes Thailand is experiencing. Therefore, the researcher intends to analyze the components of people's expectations towards service quality provided by Phanatnikhom Town Municipality in Chonburi Province and this might, in turn,

help authorities and service providers better understand how to improve service quality and enhance efficiency in the service.

2 Objective of the Research

To analyze the components of people's expectation toward service quality provided by Phanatnikhom Town Municipality in Chonburi Province.

3 Conceptual Framework

The study intends to analyze the components of expectation of people towards that service quality, [3]. Service quality was found out that it is the measurement of the service level that can meet people's expectations. Many researchers studying this field have utilized the SERVQUAL model as it was designed for organizational service quality measurement. The SERVQUAL model is composed of tangibility, reliability, responsiveness, assurance and empathy. Hence, this researcher has applied the SERVQUAL model, [11] to evaluate people's expectations of service quality provided by Phanatnikhom Town Municipality in Chonburi Province.as depicted in Picture 1 below;

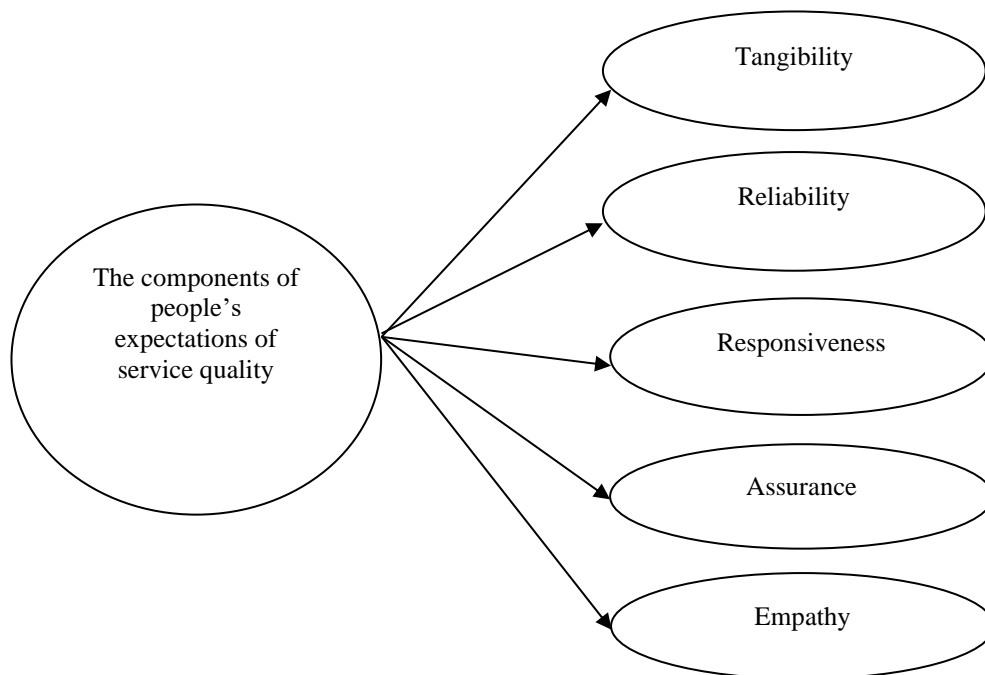


Figure 1. Research Framework

4 Research Methodology

The population consisted of 4948 people representing households residing in Phanatnikhom Municipality, [9]. The sample size was calculated by Taro Yamane's formula. There were 400 participants used as a sample group and were selected by using Simple Random Sampling by drawing lots, [12].

The SERVQUAL theoretical framework, [11] was utilized to create the questionnaire, which is an adaptation of the model made to meet the setting. The components of this modified SERVQUAL were evaluated using five-point Likert scales, with a score of 5 denoting a favorable opinion. The survey included the following five latent variables: (1) tangibility, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy. The questionnaire also involved questions soliciting demographic information, such as gender, age, status, education, occupation, and monthly income. Data were analyzed by using Second-Order Confirmatory Factor Analysis.

5 Results

Table 1. Components of Model

Components of model	Factor loading matrix			
	β	SE	t	R^2
Tangibility				
1. The staff conveys to customers that the provider of the service "has their best interests at heart."	0.554	0.041	14.126	0.322
2. Tools and equipment are suitable and available for usage.	0.481	0.041	12.087	0.231
3. The environment is neat and tidy.	0.490	0.042	11.918	0.236
4. Informational lucidity.	0.872	0.030	26.202	0.604
Responsiveness				
5. Ready to serve and in readiness	0.916	0.018	50.278	0.537
6. Give prompt attention to the requirements of those receiving services	0.733	0.028	26.298	0.839
7. The process of receiving services is simple.	0.769	0.026	29.444	0.592
8. Take advantage of the service's convenience.	0.869	0.020	42.561	0.755
Reliability				
9. Possibility of delivering services in accordance with the commitments made to service receivers	0.745	0.025	29.533	0.556
10. Every service must be precise, suitable, and reliably deliver the same outcomes.	0.849	0.018	46.392	0.721
11. Fast service	0.843	0.020	41.651	0.710
Assurance				

Components of model	Factor loading matrix			
	β	SE	t	R^2
12. Politeness of staff	0.965	0.013	73.437	0.932
13. Sufficiency of staff knowledge	0.958	0.017	57.318	0.918
14. Ability to establish confidence with service users	0.913	0.007	132.974	0.833
Empathy				
15. Sincerity of staff for problem solving	0.985	0.017	59.548	0.970
16. Ability to provide care for service users in accordance with their individual needs.	0.789	0.038	20.998	0.623
17. Helpfulness of staff	0.972	0.034	28.722	0.944
Expectation				
Tangibility	0.988	0.025	39.849	0.983
Responsiveness	0.925	0.012	77.503	0.870
Reliability	0.967	0.003	356.317	0.936
Assurance	0.900	0.008	106.718	0.802
Empathy	0.850	0.012	72.537	0.732
Chi-square $\chi^2 = 5.588$, df=4 $\chi^2/df = 1.397$, p-value = 0.2833 TLI = 0.985, RMSEA =0.054, SRMR = 0.022, CFI = 0.967.				

For model consideration of components of people's expectation towards service quality provided by Phanatnikhom Town Municipality in Chonburi Province., this model was equal to Chi-square $\chi^2 = 5.588$, df=4 $\chi^2/df = 1.397$, p-value = 0.2833 TLI = 0.985, RMSEA =0.054, SRMR = 0.022, CFI = 0.967. It indicated that this model was fit with the empirical data.

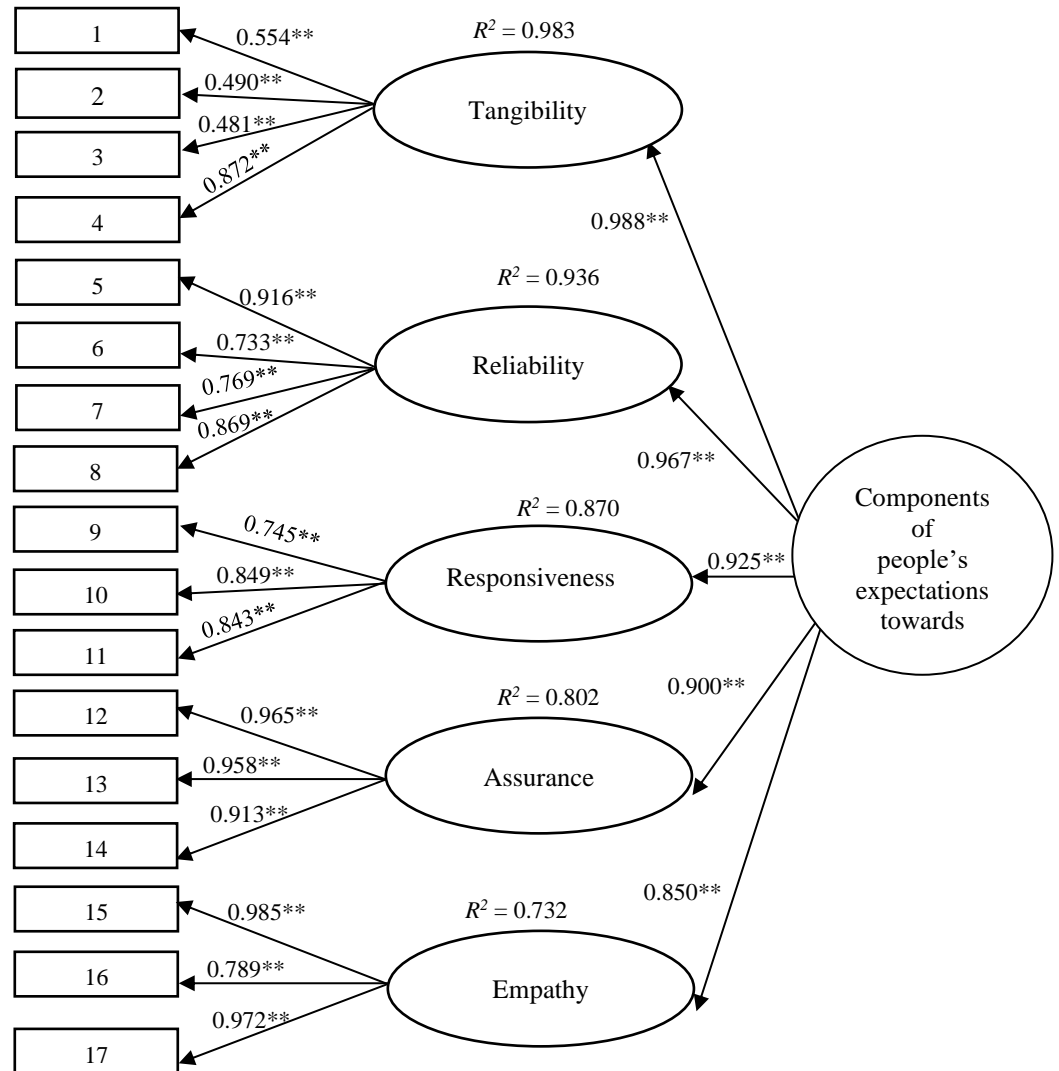


Figure 2. The result for the analysis of components of people's expectation toward the service quality provided by Phanatnikhom Town Municipality in Chonburi Province

6 Discussion

The result for the analysis of people's expectation towards the service quality provided by Phanatnikhom Town Municipality in Chonburi Province by second-order confirmatory factor analysis found that tangible factor had the highest factor loading value (0.988). Other factors were reliability (0.967), responsiveness (0.925), assurance (0.900), and empathy (0.850),

respectively. However, these five factors had similar factor loadings value which implies that all factors were important for service quality improvement from people's perspective. Therefore, Management team of Phanatnikhom Town Municipality should focus on improving their services in every factor especially for the tangible factor. For this factor consideration must be given to improve further in term of information lucidity (0.872), The staff conveys to customers that the provider of the service "has their best interests at heart." (0.554), The environment is neat and tidy (0.490), and Tools and equipment are suitable and available for usage. (0.481), [4]. People desire high-quality service in each of the five areas for the following reasons:

(1) Tangibility: locations, people, tools, communication papers, equipment, and symbols are some of the external factors that seem to identify different facilities. Including a setting where service users are made to feel loved, valued, and devoted by service providers. The receivers of services will be more aware of them if they are presented in a tangible way. a more precise.

(2) Reliability: possibility of delivering services in accordance with the commitments made to service receivers at every point of service, every service must be precise, suitable, and provide the same outcomes. Customers believe that the services they obtain are dependable because of this constancy. is trustworthy.

(3) Responsiveness: ready and willing to serve Service users can obtain services with ease if demands are met quickly. and get convenience by utilizing the service include the requirement for prompt and complete service distribution.

(4) Assurance: possibility of establishing trust with service users the ability and expertise of service providers must be proven. Ability to respond to service recipients' demands and deliver services in a courteous, kind, and decent way. Assure service clients are receiving the finest service possible by using efficient communication.

(5) Empathy: ability to provide care for service users in accordance with their individual needs, [8].

Local governments are autonomous groups of local residents. Decentralizing government authority gives local communities the ability to govern themselves, which gives rise to local governance. Administrators of local government organizations nowadays are expected to be aware of the public service they provide as part of their local administration. In order for the public to get consistent, fair, and polite treatment in accordance with numerous laws and regulations, outstanding service and easy access to services must be provided. The general populace will be pleased, and the service-providing organization will work with them as a consequence. To address the requirements of the community as a whole and to increase staff capacity, excellent public services should be structured in this manner.

7 Conclusion

The application of the SERVQUAL model in a public sector context, the importance of various service quality dimensions, and the implications for local government service delivery. The insights also touch on methodological aspects and the broader implications for good governance and citizen-centric approaches in public administration. These points could be valuable for researchers, policymakers, and public administrators interested in improving local government services.

8 Recommendations

Policy Recommendation: According to the study's findings, there are five components to the public's expectations for the level of service delivered by the Phanatnikhom Town Municipality in Chonburi Province. Executives of Phanatnikhom Municipality should base work performance policies on service quality provision covering all 5 service components, which were ranked in this order of importance: tangibility, reliability, responsiveness, assurance, and empathy.

Practical Recommendation: According to the study's findings, the tangible factor had the highest factor loading, Phanatnikhom Municipality executives should place emphasis on tangible factor consideration must be given to improve further in term of information lucidity.

Recommendations for further study: There should be participatory-action research in order to find out deeply about the service quality problems.

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