

The Model of Service Quality at Na Yai Arm Sub-District Administrative Organization, Na Yai Arm District, Chantaburi Province, Thailand.

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Abstract

The objectives of this study were: 1) to analyze the model of service quality at Na Yai Arm Sub-district Administrative Organization, Na Yai Arm District, Chanthaburi Province empirical data, and; 2) to study the effect on administration using the concept of good governance of service quality in the Na Yai Arm Sub-district Administrative Organization, Na Yai Arm District, Chanthaburi Province. The population consisted of 2,946 heads of households who were registered in Na Yai Arm Sub-District Administrative Organization. Using a stratified random sampling technique, 352 participants comprised the sample group, while these participants from each village were randomly selected by simple random sampling. Questionnaire was used as the research instrument in this study. A Structural Equation Model Analysis was used for inspecting the concordance of the developed model with the empirical data and for studying the direct effect of administration following the concept of good governance on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province. The findings were as follows:

1. The analysis result showed that the model of service quality fit with the empirical data
2. The result of the analysis also showed that good governance affected service quality at Na Yai Arm Sub-district Administrative Organization.

Keywords: Good Governance, Service Quality, Sub-District Administrative Organization

1. Introduction

Because Thailand experienced a severe economic crisis in 1997, the concept of good governance was implemented in the government sector for effective administration. The causes of the crisis were the lack of mechanism efficiency, and serious corruption in the government sector. Both political and state official parties were responsible for this problem; therefore, the Office of the Prime Minister launched the 2542 B.E. Good Governance Regulation. It can be considered the first fundamental step of the new government sector administration system. Until the present, good governance, including the rule of law, ethics, transparency, participation, accountability, and cost-effectiveness, has played an important role in upgrading services in the government and private sectors and especially in local government organizations because the new management of the government sector puts emphasis on people service and requires the government sector to consider the people as its customers (Hood, 1991; Christina

M. Blumel, 2001). Service quality is associated with delivering value to people by creating satisfaction (Bryland and Curry, 2001). Service quality is the total of products' or services' characteristics which are able to significantly enhance satisfaction. Therefore, service quality is important for every organization: it is the driver of performance in an organization (Buttle, 1996).

Moreover, service quality is suggested as an important indicator of sustainable competitive advantage (Moore, 1987; Lewis, 1989). The five dimensions of service quality (Parasuraman, Zeithaml and Berry, 1988) including tangibles, reliability, responsiveness, assurance, and empathy are factors affecting service receivers' satisfaction, and they focus more on the service giver (Lovelock, 2000) which results in service receivers' satisfaction levels. Furthermore, Buzzle & Gale (1987, p. 111) proved that service quality is what customers perceived from service quality concordance with Parasuraman, Zeithaml & Berry (1988) defined quality of service as the satisfaction from the expectation of service.

Moreover, McColl-Kennedy (2003, p. 81) states that service quality referred to the outcome of a customer's evaluation process that meets the expectations. Besides, Zeithaml, Bitner & Gremler (2006) stated that quality of service was the evaluation of the service provided by customer that results in superior service or higher in service provider. In conclusion, quality of service was the service that can meet the needs of the customers as expected or the service meets the needs beyond the expectations of them. Na Yai Arm Sub-district Administration Organization is a government organization which puts emphasis on service quality and applying the concept of good governance to its service with a hope to improve its performance. The application of good governance could result in its service quality improving which could have an impact on people's satisfaction.

With the aforesaid reasons, it was interesting to prove whether the concept of good governance applied in the administration of the organization affected its service quality. Followed to good governance implementation or good administration service, the belief was based on the principle good governance could result in its service quality concept. If government agencies were able to manage according to good governance, the service can meet the needs of the people and result in the development of the community (Pannarai Tiemtan, 2007, p. 107; Sirikanya Sermsurum, 2010, p. 86 ; Anchalee Pongsanit, 2558, p. 86; Ying Luo, 2013, abstracts) ; in addition, service quality improvement was another focus of this study because good service quality could result in the capability of the organization in positively giving service to receivers of different needs (Good Governance, 2013).

According to the statement mentioned above, the researcher would like to analyze and investigate the concordance of model of service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province with the empirical data and to study the effect of administration following the concept of good governance on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province. Once the factors affecting service quality were discovered, development guidelines would be also accurately developed and followed effectively to most satisfy the people.

2. Objectives of the Research

1. to analyze and investigate the concordance of model of service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province with the empirical data.

2. to study the effect of administration following the concept of good governance on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province.

Hypotheses

1. The developed model of service quality of Na Yai Arm Sub-district Administrative Organization fit with the empirical data.
2. Factor administration with good governance affected service quality.

Theory/ Conceptual Framework

The conceptual framework consisted of Good Governance theory (Good governance, 2013) and Service Quality theory (Parasuraman, Zeithaml and Berry, 1988; Pongsatean Luengalongkot, 2014) For the effect of administration following the concept of good governance on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province. The literature review to support this concept were consisted of Pannarai Tiemtana (2007, p. 107) studied on the development of competency in organization management by having a good governance system and found that good governance effected in good quality of service. Sirikanya Sermsurum (2010, p. 86) examined the trend analysis of sub-district administration organizations in accordance with good governance principles.

The administration of Nong Kham and Khlong Muang subdistrict showed that the administration of the good governance had a great impact on the quality of administration. Anchalee Pongsanit (2558, p. 86) observed the management of royal decree on the principles and methods of good governance in 2003 at local administrative organizations in Kau District, Lampang Province found that the good governance effected the quality of service. Ying Luo (2013, abstracts) studied on division and good governance service: influencing of public service quality on the impact of quality control - based on the empirical analysis of large Chinese data was found that the good governance effected in the quality of service.

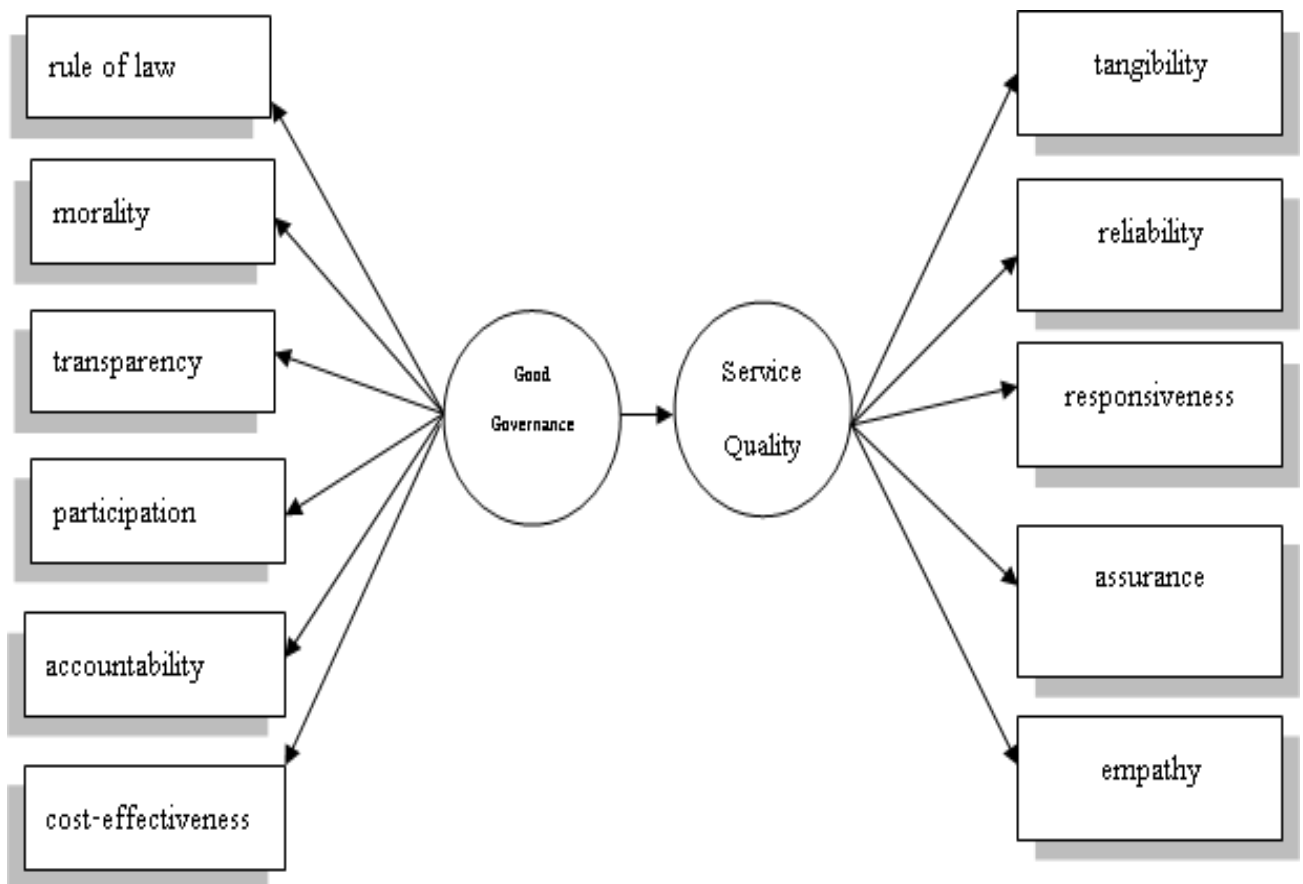


Figure 1: Conceptual framework model

3. Methodology and Sample

The population was 2,946 heads of households who were registered in Na Yai Arm Sub-District Administrative Organization. The sample size was calculated by Taro Yamane's formula (Taro Yamane, 1973) with a confidence level of 95% and defined using Hair, Black, Babin, and Anderson (Hair, Black, Babin, and Anderson, 2010, p. 102). There were 352 participants used as a sample group who were selected using stratified random sampling technique, while participants from each village were randomly selected by simple random sampling (Chaleamphol Srihong, 1999).

Instruments

A questionnaire was used as the research instrument in this study.

Methods of Data Analysis

1. Quantitative data collected from the research questionnaire was analyzed by SPSS (Statistical Package for the Social Sciences) using percentage, means, and standard deviation.

2. The statistics used for data analysis were Structural Equation Model Analysis using a Mathematical software package for inspecting the consistency of the developed model with the empirical data and for exploring the direct effect of administration following on the concept of good governance on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province (Muthén, L. K., and Muthén, B.O., 2012). Measurement scales. For measurement of question item in the questionnaire were used to be

Independent and dependent variable. Both of Independent and dependent variable were interval scale.

4. Results

The research result were showed as followed

1. The analysis showed that the developed model of service quality of Na Yai Arm Sub-district Administrative Organization fit with the empirical data with Chi-square $\chi^2 = 43.332$, $df = 30$, P-value = 0.054, TLI = 0.993, RMSEA = 0.036, SRMR – 0.015, CFI = 0.996 and $\chi^2 / df = 1.444$.

2. The result of the analysis also showed that factor administration following the concept of good governance had an effect on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province with the value of direct effect = 0.839 at a statistical significance of 0.01 as shown in detail in Table 1:

Table 1: Size of direct, indirect, and total effects

Variables	Effect		
	Total Effect	Direct Effect	Indirect Effect
	TE	DE	IE
Structural Equation Model of GG Latent Variable			
SQ	0.839	0.839	-

Discussions

The research discussion were showed as followed

1. The analysis showed that the developed model of service quality of Na Yai Arm Sub-district Administrative Organization fit with the empirical data with Chi-square $\chi^2 = 43.332$, $df = 30$, P-value = 0.054, TLI = 0.993, RMSEA = 0.036, SRMR – 0.015, CFI = 0.996 and $\chi^2 / df = 1.444$. The analysis result also showed that a model of service quality at Na Yai Arm Sub-district Administrative Organization was comprised of all principles of good governance, and the order of good governance principles from the highest-rated to the lowest-rated principles found here began with transparency, participation, accountability, morality, rule of law, and cost-effectiveness. The order of service quality dimensions from the highest-rated to the lowest-rated dimensions began with responsiveness, empathy, assurance, tangibles, and reliability (Chavalit Sala, 2013)

2. The result of the analysis also showed that factor administration following the concept of good governance had an effect on service quality at Na Yai Arm Sub-district Administration Organization, Na Yai Arm District, Chanthaburi Province with the value of direct effect = 0.839 at a statistical significance of 0.01. The research result was in accordance with the finding of a study by Rochana Phumala (2010) entitled “*Service quality of Sam Pra Ya Sub-District Administrative Organization, Cha-Am district, Phetchaburi province*” where administration with good governance affected service quality. The research proposed that administration with good governance would be admirable when it was performed with transparency and people in the community were allowed to participate in the administration process. The administrators possessed accountability and were concerned with ethics, the rule of law, and cost-effectiveness when performing their functions (Crosby, P. B., 1979).

The research result also was in accordance with the finding of a study by Pannarai Tiemtan (2007, p. 107) who studied on the development of competency in organization management by having a good governance system and found that good governance effected in good quality of service; Sirikanya Sermsurum (2010, p. 86) examined the trend analysis of sub-district administration organizations in accordance with good governance principles. The administration of Nong Kham and Khlong Muang subdistrict showed that the administration of the good governance had a great impact on the quality of administration; Anchalee Pongsanit (2558, p. 86) observed the management of royal decree on the principles and methods of good governance in 2003 at local administrative organizations in Kau District, Lampang Province found that the good governance effected the quality of service; Ying Luo (2013, abstracts) studied on division and good governance service: influencing of public service quality on the impact of quality control - based on the empirical analysis of large Chinese data was found that the good governance effected in the quality of service.

The effect between good governance and service quality was because Na Yai Arm Sub-District Administrative Organization has been implementing and reforming according to good governance principles consisting of transparency, participation, accountability, morality, rule of law, and cost-effectiveness. These are closely related to public service and it is very responsive to the community's demands for public services with sufficient quantity and good quality. Good governance is able to provide good public service. Therefore, implementing and improving the quality of public services is the main agenda of the Na Yai Arm Sub-District Administrative Organization in order to provide satisfaction to the public.

Furthermore, Na Yai Am Sub-District Administration Organization has implemented a good governance system in order to achieve a good quality of service. The elements of good governance are as follows:

Rule of law: Na Yai Arm Sub-District Administrative Organization protects the rights and freedoms for people equally. In addition, regulations are used as a guideline to work for all people.

Morality: Na Yai Am Sub-District Administration Office is protected for making mistake in professional standard and ethics, especially in the issue and conduct of professional ethics.

Transparency: Na Yai Am sub-district administration organization considers transparency in four sub-principles: transparency of structure, transparency of people, transparency of penalties, and transparency of disclosure.

Participatory: Na Yai Arm Administration Organization sets procedures for government officials, citizens and other stakeholders to have the opportunity to participate in order to acknowledge, learn, understand, share ideas, solve problems, think of ways to solve problems, and participate in the decision-making process for development.

Accountability: Na Yai Arm Sub-District Administration Organization displays responsibility for the performance of staff and their work results according to goal setting, including consciousness of public problem responsibilities.

Cost-effectiveness: Na Yai Arm Sub-District Administration Organization limits management functions and the use of human resources for the highest benefit to the community by saving on staff and materials.

As mentioned above, when implementing good corporate governance practices, the result is that the management image that people expect is fulfilled. Therefore, it is concluded that the administration of good governance has an impact on the quality of administration. (Nimphanich, 2007; Walaiporn Loganit and Pongsatean Luengalongkot, 2017)

Good Corporate Governance has recognized and trusted the community, that good governance or good administration service can sustain the demand. The faith and trust of the people brought the benefits of the people. Na Yai Arm Sub-District Administration Organization must take into account the quality of public service provision and the satisfaction of the public or service recipient, mission, responsibility, and agency.

The concept of good government administration affected the quality of public services of the local administration. In conclusion, quality of service was the service that can meet the needs of the customers as expected or the service meets the needs beyond the expectations of them. From this analysis, we found that the elements of governance that are the most heavily weighted are derived from transparency, participation, morality, rule of law and cost-effectiveness. In addition, good governance practices have resulted in improved service quality.

If the local government administration wants to achieve quality and the satisfaction of the people, it should give priority to the management of good governance. The integrative implementation of good governance would result in effectiveness of service quality and responsibility; eventually, it leads to people's satisfaction towards service quality of the administrative organization.

Recommendations for Research

1. Recommendations for application

The findings showed that administration with good governance affected service quality at Na Yai Arm Sub-district, Na Yai Arm District, Chanthaburi Province; hence, a policy to promote and improve administration with good governance should be initiated.

2. Recommendations for further research

2.1 A similar pattern of study should be replicated in doing research work in different sub-districts, and the findings from different studies should be compared to see the similarities or differences.

2.2 A study of factors affecting service quality at Na Yai Arm Sub-district Administrative Organization should be conducted by qualitative research, so that in-depth data could be revealed and the findings applied to improving service quality at the organization.

2.3 The research result showed that the model of service quality fit into the empirical data. Also, it was proved that model was conveniently able to apply at Na Yai Arm Sub-district, Chanthaburi Province. For further research, this model would be able to use for other area significantly and experimently.

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