International Journal of Management and Applied Science, ISSN: 2394-7926 Volume-3, Issue-11, Nov.-2017
http://iraj.in

THE EXPECTATION AND PERCEPTION OF MBA PROGRAM (MARKETING) OF SCHOOL OF MANAGEMENT SCIENCE, SUKHOTHAI THAMMATHIRAT OPEN UNIVERSITY

LADDA VATJANASAREGAGUL

Sukhothai Thammathirat Open University, Thailand
E-mail: vatjanas@gmail.com

Abstract - The objectives of this research are to (1) exam expectation of the MBA Program (Marketing) students of School of Management Science, Thai Open University ; (2) exam the perception of the MBA Program (Marketing) students of School of Management Science, Thai Open University; (3) study the service quality of the MBA Program (Marketing) of School of Management Science, Thai Open University; and (4) study the problems and suggestions of the MBA Program (Marketing) students of School of Management Science, Thai Open University The population of this research comprised 185 students of the Master of Business Administration Program (Marketing) of the School of Management Science, Thai Open University. The research sample consisted of 127 randomly selected students. The sample size was determined based on the sample size formula. Research data were collected with the use of a questionnaire. Research data were analyzed with descriptive statistics and t-test. The results indicate that (1) the expectation of the Master of Business Administration Program (Marketing) students was at high level; when specific dimensions of the service, namely, tangibility, reliability, responsiveness, assurance, and empathy were considered, it was found that the expectation of every dimension was also at high level; (2) the perception of the Master of Business Administration Program (Marketing) students was also at high level; when specific dimensions of the service, namely, tangibility, reliability, responsiveness, assurance, and empathy were considered, it was found that the perception of every dimension was also at high level ; (3)The Master of Business Administration Program (Marketing) had no quality because the perception was higher than the expectation; when specific dimensions of the service, namely, tangibility, reliability, responsiveness, assurance, and empathy were considered, it was found that every dimension was also no quality; and (4) the main problems of the MBA Program (Marketing) were the marketing data retrieval problem and the late delivery of learning documents problem; consequently, the suggestions of the MBA Program (Marketing) students of the School of Management Science, Thai Open University should improve the service quality of the two matters.

Key words - Expectation, Perception, Service quality, MBA Program (Marketing)

I. INTRODUCTION

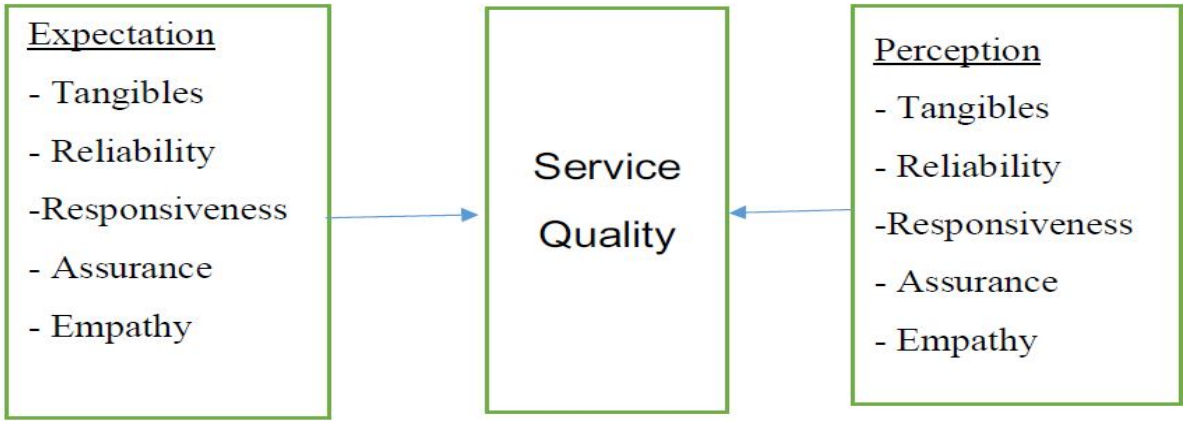
Open universities use distance learning for teaching. The educational services of open universities which use distance learning are interested. Therefore, the objectives of this research are to (1) exam the expectation of MBA Program (Marketing) students of School of Management Science, Thai Open University; (2) exam the perception of MBA Program (Marketing) students of School of Management Science, Thai Open University; (3) The service quality of MBA Program (Marketing) students of School of Management Science, Thai Open University ; and (4) study the problems and suggestions of the MBA Program (Marketing) students of School of Management Science, Thai Open University. The results of this study should help the university in making decisions on marketing activities to succeed and survive in a competitive environment.

II. LITERATURE REVIEW

The definition of quality may vary from person to person and from situation to situation. The definitions of service quality vary only in wording but typically involve determining whether perceived service delivery meets, exceeds or fails to meet customer expectations (Cronin and Taylor, 1994; Oliver, 1993; Zeithaml, Berry and Parasuraman, 1993). Parasuraman, Zeithaml and Berry (1988) define service quality as the degree and direction of discrepancy between the consumer's perceptions and expectations, or the extent to which a service meets or exceeds customer expectations. The quality of a service depends on that service consistently conforming to customers' expectations (Witt and Stewart, 1996). Parasuraman, Zeithaml, and Berry (1988, 1990) projected a service quality model that identified perceived service quality into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Tangibles involve the appearance of physical facilities, including the equipment, personnel, and materials. Reliability involves the ability to perform the promised service dependably and accurately. Responsiveness involves the willingness to help customers. Assurance involves the knowledge and courtesy of employees and their ability to convey trust and confidence. This assurance includes competence, courtesy, credibility and security. Empathy involves the provision of caring, individualized attention to customers. This empathy includes access, communication, and understanding the customer.

Research Framework

This Research Framework was developed from the works of Parasuraman, Berry and Zietham. (1985, 1988 and 1990). Parasuraman, A., Zeithaml, V., and Berry, L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 49 (4), 41-50.



III. MEASUREMENT AND INSTRUMENT

1. Measurement

Service quality will be measured according to how well perceptions of service quality match expectations of service quality. The multiple dimensions of service quality will be captured using the SERVQUAL instrument. Parasuraman, Zeithaml, and Berry (1988, 1990) identify the five dimensions of service quality which are tangibles, reliability, responsiveness, assurance and empathy. SERVQUAL will be used to assess customer expectations and perceptions based on the service quality gap model. Parasuraman and his colleagues (1993, 1994) concluded that the expectation section of the SERVQUAL survey instrument also questioned the perception section to capture the customer's opinions of expectation. Subtracting the expected items from the perceived items will produce a gap score.

2. Instrument

A questionnaire was developed and administered to a sample of the students of the MBA Program (Marketing) of the School of Management Science, Thai Open University. The development of the instrument is based on a through literature review, and investigated by three experts. The questionnaire, which was using in this study, describes the expectations and the perceptions of service quality. The survey questionnaire includes two parts. Part I contains information involving classification variables. The classification variables are gender, age, degree and field, GPA and income. Part II contains 10 items, which represent 5 dimensions of service quality: tangibles (item 1 and 2), reliability (item 3 and 4), responsiveness (item 5 and 6), assurance (item 7 and 8) and empathy (item 9 and 10). This part represents both the expectation of service quality and the perception of service quality.

3.Testing the Quality of Instrument

To test the quality of instrument, 30 students of School of Management Science, Thai Open University was requested to collected data to test the reliability of the questionnaire. Expectation Scale and Perception Scale compute Cronbach's Alpha for reliability Test.

Section	ค่าค Reliability
1. Expectation	0.993
2. PERCEPTION	0.987

Table 1. **The Reliability of Instrument**

IV. POPULATION AND STUDY SAMPLE SIZE

The population of this research was 185 students of MBA (Marketing) Program of School of Management Science, a Thai Open University. The sample target for the study was 127 students computed by formula.

$$n = \frac{N}{1 + N(e)^2}$$

$n =$ Size of sample
N = Pupolation
e = Eror

V. DATA COLLECTION

The researcher explained the purpose of the study and research process to the students of the MBA Program (Marketing) of the School of Management Science, Thai Open University who were the population of this

research. The 127 questionnaires were distributed to the students in April 2015.

The questionnaires were given to the students by E-mail. Complete confidentiality of responses was assured and maintained. The response rate was 100% or 127 completed questionnaires.

VI. DATA ANALYSIS

The demographic classification of current study respondents analyzed frequency, percent, valid percent and cumulative percent. Paired samples t-statistics test method will be used to test the differences and similarities of the mean response between service quality expectations and students' perceived service quality. The research used descriptive statistics.

VII. OVERVIEW OF RESULTS

The results of this research show that the expectation of the students of the MBA Program (Marketing), Thai Open University is high in overall and each dimension: tangibles, reliability, responsiveness. The perception of the students of the MBA Program (Marketing), Thai Open University is also high in overall and each dimension: tangibles, reliability, responsiveness, assurance, empathy. However, when compare expectation and perception of service. The perception is higher than expectation of service in overall and each dimension. Therefore, the service of the MBA Program (Marketing), Thai Open University has no service quality because the students' expectation is higher than the students' perception. In conclusion, the overall service quality of the MBA Program (Marketing) was not at the satisfaction level. In other word, the students are not satisfaction.

VIII. MANAGERIAL IMPLICATIONS

Based on the results from this research, several suggestions for the executive of the MBA Program (Marketing), of School of Management Science, Thai Open University can be made. First, the executive of the program should try to assess the expectations for service quality of their students. This can be achieved by monitoring quality perception using the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Create perception of service quality and little or no gap between service perceptions and expectations does. Therefore, the executive of the program should use measures of quality perception to help increase service quality, especially, assurance dimension. The executive of the program should integrate measures of service perceptions and expectations to generate information on the nature of the gaps, if any, between these two elements to develop programs targeted at eliminating this gap. At the same time, they should endeavors build on the strengths of perceived quality to encourage students. It is important to note that perception and expectations are not static items. They will change over time so a continuous monitoring of these dimensions and appropriate managerial responses are critical to the long term success of the program. The results of this study seem to validate the usefulness of the SERVQUAL model for use within the MBA Program (Marketing).

Therefore, this approach is valuable in marketing and should also be considered as a useful tool in courses directed at providing information on how to improve service quality and the benefits from doing so. In a very competitive market, university need strategies to attract and keep students. University can achieve this by providing how better students services and a more consistent students' experience. In order to ensure that the match between perceptions and expectations is maintained university need remember not to neglect thebasics. These include making sure the program is update, quick material delivery and high responsibility.

Quality management solutions provide the framework to manage students' experiences efficiently. Students are requiring and demanding better services and the goals of all Universities must be to make the students feel special. This will lead to students' perceptions exceeding their expectations and greater student satisfaction. A personal, proactive approach, such as knowing student history, issues and preferences is vital to impressing students. The people responsible for university marketing need to be aware that knowledgeable students demand value for their investment for education. There is a need to uphold high levels of service and to maintain a progressive attitude. Upgrading levels of service, offering service assurance, or the high responsibility can enhance students loyalty. Thai Open University is moving toward higher standards of education. .As a result, lower levels of service that previously allowed smaller properties to remain competitive are no longer acceptable.

The executive of the program must recognize the competitive trends in education service and value addition as well as students' increased awareness of the value of the education they are receiving. The study results demonstrate opportunities for marketing the executive to expand their commitment to students service. Management should research their students base to generate valuable student information and insights that can be used to create and tailor highly specialized services to meet the explicit needs of their students. The executive of the Master of Business Administration Program (Marketing) of School of Management Science, Thai Open University should develop the learning medias and delivery on time.

The faculty of the program should pay more attention to all students and listen the voice of the students. The staff of the program should understand the need of the students and take more responsibility.

IX. LIMITATIONS OF THE STUDY

This study focused on a limited number of students. This has not been the case in related studies conducted in other programs in the Thai Open University, other universities in Thailand and other universities in other countries. The results are therefore limited in usefulness to the particular program in The Thai Open University. This study only considered a Thai University. There is evidence that different market segments generate different expectations and perceptions. Since planning of services and facilities appear to be driven by key attributes for the segments that the university is serving, this is another limitation of the current study. It should be noted that the conclusions are based on a relatively small sample of students. In addition, the research design in this study included only a program in an open university. Therefore, the generalizability of these results may not be appropriate for the educational industry as a whole. Extending these findings should be done only with careful consideration to the application of the appropriate variables like the service quality level of the program and the market segmentation which the program wishes to serve.

X. FUTURE DIRECTIONS FOR RESEARCH

With the limitations discussed above in mind, it is worth suggesting some areas for potentially useful future research. First, more studies on service quality of other open universities should be undertaken to firmly establish.This study looked at only one aspect of the education industry. It is reasonable to assume that program are just one part of education total experience and that other experiences may play a role and impact the university service quality perceptions. For example, since some students in the program are alumni, loyalty may also play an important role in service quality issues. Furthermore, researchers might investigate the possible impact of loyalty on service quality. Lastly, future studies might consider the information of lecturer.

REFERENCES

[1] Berry, L., Zeithaml, V., & Parasuraman, A. (1985). Quality counts in services. Business Horizons, 28, 44-52.
[2] Besterfield, D., Besterfield-Michna, C., Besterfield, G., & Besterfield-Sacre, M. (2003). Total Quality Management. New Jersey: Prentice Hall.
[3] Brady, M. & Cronin, J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. Journal of Marketing, 65, 34-49.
[4] Brady, M., Cronin, J., & Brand, R. (2002). Performance-only measurement of service quality: A replication and extension. Journal of Business Research, 55, (1), 17.
[5] Cronin, J., & Taylor, S. (1994). SERRVPERFF versus SERVQUAL: Reconciling performance-based and perceptions-minus-expectations measurements of service quality. Journal of Marketing, 58 (1), 125-131.
[6] 6.Kotler, Philip & Keller, Kevin Lane. (2012). Marketing management. 14 th ed. Harlow: Pearson Education.
[7] Oliver, R. (1993). A conceptual model of service quality and service satisfaction. Advances in Service Marketing and Management, 2, 65-85.
[8] Parasuraman, A., Berry, L., & Zeithaml, A. (1990). An Empirical Examination of Relationships in an Extended Service quality Model. Cambridge, MA: Marketing Science Institution.
[9] _____ (1991). Refinement and reassessment of the SERVQUAL scale. Journal of Retailing, 67, 4250.
[10] _____ (1993).Research note: More on improving service quality measurement. Journal of Retailing. 69 (1), 140-147.
[11] Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49, 41-50.
[12] _____ (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64 (1), 12-40.
[13] _____ (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. Journal of Marketing, 58 (1), 111-124.
[14] Yacout, O.M. (2010). Service Quality, Relational Benefits, and Customer Loyalty in a Non-Western Context. S.A.M. Advanced Management Journal, 22, 4-16.
[15] Zeithaml, V. (1987). Defining and relating price, perceived quality, and perceived value. Cambridge: Marketing Science Institution.
[16] _____ (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing Research, 52, 2-22.
[17] Zeithaml, V., Berry, L., & Parasuraman, A. (1988). Communication and control processes in the delivery of service quality. Journal of Marketing, 52, 35-48.
[18] Zeithaml, V., Berry, L., & Parasuraman, A. (1993). The nature of determinants of customer expectations of services. Journal of Academy of Marketing Science, 21, Winter, 1-12. (1996). The behavioral consequences of service quality. Journal of Marketing. 60 (2), 31-46.
[19] Zeithaml, V., Parasuraman, A., & Berry, L. (1990). Delivering Quality Service Balancing Customer Perceptions and Expections. New York: The Free Press.
[20] _____ (1987). Advances in international marketing. Greenwich, Connecticut: Jai Press Inc.,

★★★