

# THE IMPORTANCE-PERFORMANCE ANALYSIS OF SERVICE QUALITY IN ADMINISTRATIVE DEPARTMENTS OF PRIVATE UNIVERSITIES IN THAILAND\*

By  
Krisana Kitcharoen\*

## Abstract

*A modified IPA model was used for a sample of students and staff of ten randomly selected Thai universities to investigate the importance of service attributes for service providers' and student's evaluation of services. The gap between importance and performance from both perspectives were also evaluated. The findings of this study will be applied to improve service quality in administrative departments of private universities in Thailand.*

## Introduction

The popular "SERVQUAL" model (Parasuraman, Zeithaml, and Berry, 1990)

has been used to measure five dimensions of service quality in many contexts, including service industries such as hospitality (Saleh and Ryan, 1992), car servicing (Bouman and Van Der Wiele, 1992), banking (Kwon and Lee, 1994; Wong and Perry, 1991), including retail banking (Newman, 2001), and hospitals (Youssef, 1996). In education, the model has been applied to business schools (Rogotti and Pitt, 1992) and institutions of higher education (Ford et al., 1993 and McElwee and Redman, 1993). The five dimensions of SERVQUAL model include: "tangibles" (the hardware infrastructure), "reliability" (the consistency of service as promised), "responsiveness" (the ability to update, adjust or customize the contents & delivery of the service), "assurance" (the capability of the service provider) and "empathy" (a caring and

\* The author obtained a BBA in Marketing from Assumption University in 1996 and an MBA from the same university in 1999. He has been studying DBA program offered by the University of South Australia since 2002. Currently he is working as a Director in the Office of the Rector, Assumption University of Thailand. He is also a lecturer in Marketing Department, ABAC School of Management.

\*\* This article was first published in the Journal of Management and is now published with permission of the Editor of the Journal of Management. The new focus of the article is expressed in the abstract and in the changes made by the author.