Service Quality index of

ASSUMPTION UNIVERSITY

Academic Year 2023

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Abstract

The research on Service Quality Index of Assumption University Academic Year 2023 aimed to study by survey method on Assumption University internal service performance in 6 service dimensions 1. Registrar, 2. Environment, 3. Staff, 4. School, 5. Facility, and 6. Information through the eyes of AU's students.

The result of this research might help AU to better know its service quality from the points of view of its Students as well as provide a guideline to develop its weak service dimensions in order to be competent and excellent and to improve itself to be better known in academic industry.

The results of the survey indicate that the overall satisfaction with the services provided by Assumption University is rated at 3.72, falling within the "Satisfied" category. When broken down by academic year, fourth-year students exhibit the highest level of satisfaction, with an average score of 3.80, also in the "Satisfied" category. Following them are first-year students with an average score of 3.75, third-year students with 3.68, and second-year students with 3.65, all falling within the "Satisfied" category as well. Overall, undergraduate students are generally satisfied in almost all aspects, except for the stability of the WIFI network connection and the adequacy of tram service on campus, which are rated as "Neutral." When examining satisfaction levels by academic year, first-year students are mostly satisfied in all aspects, except for the stability of the WIFI network connection and the adequacy of tram service on campus, which are rated as "Neutral." Second-year students are satisfied in almost all aspects, except for the stability of the WIFI network connection, adequacy of tram service on campus, and responsiveness to complaints and suggestions, which are rated as "Neutral." Third-year students are satisfied in almost all aspects, except for the cleanliness of the restroom, stability of the WIFI network connection, and adequacy of tram service on campus, which are rated as "Neutral." Finally, fourth-year students are satisfied in all aspects.

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       Assumption University has provided educational service as no-profit organization for 50 years. Many AU's students and personnel --- 1. Undergraduate Students, 2. Graduate Students, 3. Lecturers, and 4. Staff --- have involved in its continuity for providing best education and supporting service to those who have been contacted for smooth transaction. AU's students and personnel are valuable to reflect what they have seen, both direct and indirect experiences, on AU and what they have thought of AU in terms of service provided by personnel to students and personnel themselves. This is the way for AU to know itself better.

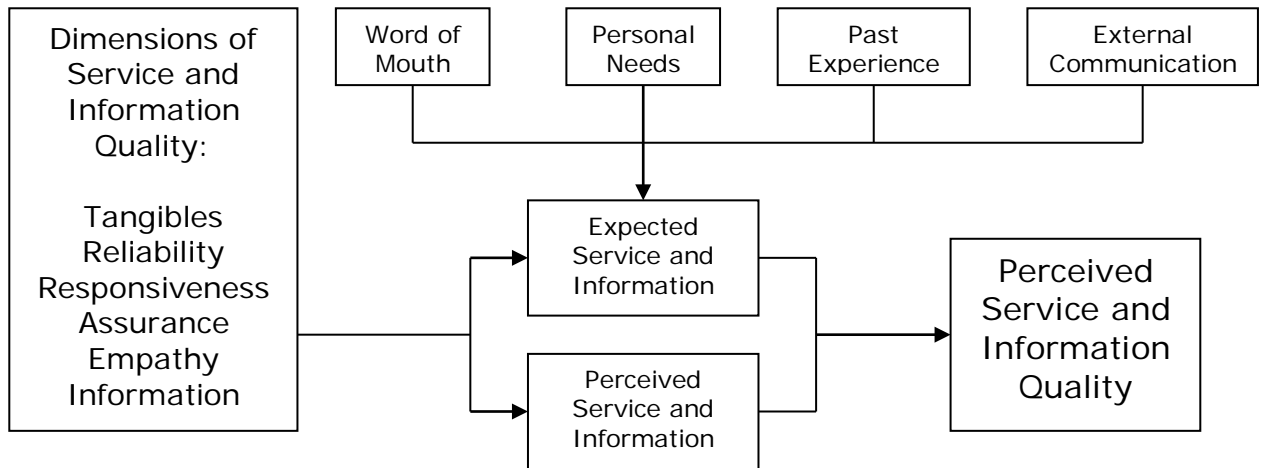## Conceptual Framework
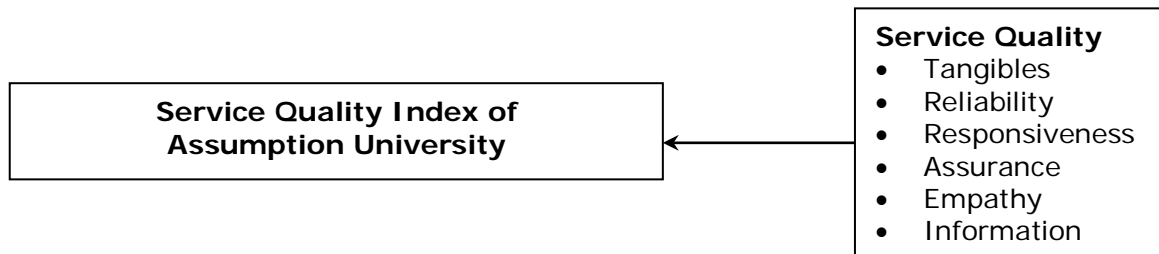
       Based on SERVQUAL --- service quality measurement model --- developed by Zeithaml, Parasuraman, and Berry (1990)[1], five dimensions --- Tangibles, Reliability, Responsiveness, Assurance, and Empathy --- of each service units of AU were taking into the consideration. As well, Information dimension was added to the consideration according to the service condition of each service units.

       To be more specific, the terms and meanings of those dimensions are as the following.

Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help customers and provide prompt service.
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence.
Empathy	Caring, and individualized attention the firm provides its customers.
Information	Availability, accessibility, accuracy, and timeliness of information provided by the service units and personnel.

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[1] Zeithaml, Parasuraman, and Berry. *Delivering Quality Service: Balancing Customer Perceptions and Expectations.* The Free Press, New York, 1990.

Dimensions of Service and Information Quality: Tangibles Reliability Responsiveness Assurance Empathy Information	Word of Mouth	Personal Needs	Past Experience	External Communication

Expected Service and Information

Perceived Service and Information

Perceived Service and Information Quality

Customer Assessment of Service and Information Quality as adapted from the original diagram of Zeithaml, Parasuraman, and Berry (1990)[2]

Satisfaction is a feeling of happiness or pleasure because customers have achieved something or got what they wanted or the fulfillment of a need, demand, claim, or desire etc.

Expectation is the belief that something will happen because it is likely or planned, the belief something good will happen in the future, or the belief that something ought to happen or that someone should behave in a particular way.

Perception is the way something is regarded, and it is believed to be what it like, or the way something resulted from the way it has been done or performed.

In this research, satisfaction score is a score derived from sores resulted from expectation and perception. Satisfaction score is the resulted from perception score minus expectation score.

If perception score is greater than or equal to expectation score, the score resulted from the subtraction is positive. It means *satisfaction*.

If perception score is smaller than expectation score, the score resulted from the subtraction is negative. It means *dissatisfaction*.

[2] Zeithaml, Parasuraman, and Berry. *Delivering Quality Service: Balancing Customer Perceptions and Expectations.* The Free Press, New York, 1990.

Score Interpretation

For this research, perception score as well as the level of importance on service quality and information quality provided varied from 1 to 5 as the following explanations.

1 = Very dissatisfied
2 = Dissatisfied
3 = Neutral
4 = Satisfied
5 = Very satisfied

As the result of computation, perception scores and level of importance are mean score of what respondents have experienced according to the issues with correspondent of the questions ask in the questionnaire. The score interval of mean scores can be concluded as the following explanations.

1.00 to 1.50 = Very dissatisfied
1.51 to 2.50 = Dissatisfied
2.51 to 3.50 = Neutral
3.51 to 4.50 = Satisfied
4.51 to 5.00 = Very satisfied

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	314	36.3
	Female	549	63.4
	Other	3	0.3
	Total	**866**	**100.0**
Age Range	Younger than 18 years old	17	2.0
	18 – 19 years old	299	34.5
	20 – 21 years old	370	42.7
	22 years old or elder	180	20.8
	Total	**866**	**100.0**
Nationality	Thai	599	69.2
	Non-Thai	267	30.8
	Total	**866**	**100.0**
Academic Status	1st Year	256	29.6
	2nd Year	203	23.4
	3rd Year	190	21.9
	4th Year	217	25.1
	Total	**866**	**100.0**
Faculty			
	Albert Laurence School of Communication Arts	141	16.3
	Bernadette de Lourdes School of Nursing Science	2	0.2
	Louis Nobiron School of Music	10	1.2
	Martin de Tours School of Management and Economics	371	42.8
	Montfort del Rosario School of Architecture and Design	70	8.1
	Theodore Maria School of Arts	176	20.3
	Thomas Aquinas School of Law	9	1.0
	Vincent Mary School of Engineering	24	2.8
	Vincent Mary School of Science and Technology	63	7.3
	Total	**866**	**100.0**

866 undergraduate students answered to the questionnaires. They were 314 males (36.3%) 549 females (63.4%) and 3 other (0.3%).

17 students (2.0%) were younger than 18 years old, 299 students (34.5%) were 18 – 19 years old, 370 students (42.7%) were 20 – 21 years old, and 180 students (20.8%) were 22 years old or elder.

599 students (69.2%) were Thai and 267 students (30.8%) were non-Thai.

There were 519 1st Year (34.4%), 314 2nd Year (20.8%), 355 3rd Year (23.5%) 280 4th Year (18.6%) and 5th Year (2.7%) answering to the questionnaire.

There were 141 students (16.3%) from Faculty of Albert Laurence School of Communication Arts, 2 students (0.2%) from Faculty of Bernadette de Lourdes School of Nursing Science, 10 students (1.2%) from Faculty of Louis Nobiron School of Music, 371 students (42.8%) from Faculty of Martin de Tours School of Management and Economics, 70 students (8.1%) from Faculty of Montfort del Rosario School of Architecture and Design, 176 students (20.3%) from Faculty of Theodore Maria School of Arts, 9 students (1.0%) from Faculty of Thomas Aquinas School of Law, 24 students (2.8%) from Faculty of Vincent Mary School of Engineering, and 63 students (7.3%) from Faculty of Vincent Mary School of Science and Technology.

Summary of the University

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	866	3.81	.927	Satisfied
Environment	866	3.78	.858	Satisfied
Staff	866	3.77	.980	Satisfied
School	866	3.68	.953	Satisfied
Facility	866	3.59	.979	Satisfied
Information	866	3.72	.925	Satisfied

Undergraduate students generally satisfied on all dimensions.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	866	3.67	1.128	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	866	3.83	1.137	Satisfied
Re3	Having knowledge and understanding in registration system process.	866	3.94	.966	Satisfied

Undergraduate students generally satisfied on all dimensions.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	866	3.98	.932	Satisfied
EN5	Cleanliness of the Restroom.	866	3.70	1.108	Satisfied
EN6	There is sufficient seating/resting area.	866	3.77	1.040	Satisfied
EN7	On campus dining facilities provide sufficient service.	866	3.73	1.047	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	866	3.72	1.018	Satisfied

Undergraduate students generally satisfied on all dimensions.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	866	3.76	1.019	Satisfied
ST10	The staff provides friendly service.	866	3.78	1.058	Satisfied

Undergraduate students generally satisfied on all dimensions.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	866	3.66	1.064	Satisfied
SC12	Faculties/Departments provide friendly service.	866	3.78	1.025	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	866	3.62	1.089	Satisfied

	School	Number of Respondents	Mean	S.D.	Result
SC14	Faculties/Departments can resolve your problem on their first attempt.	866	3.63	1.091	Satisfied
SC15	Issues are correctly addressed and completely every time.	866	3.70	1.020	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	866	3.71	1.049	Satisfied

Undergraduate students generally satisfied on all dimensions.

	Facility	Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	866	3.44	1.226	Neutral
FA18	Adequate Tram Service on campus.	866	3.47	1.205	Neutral
FA19	Campus Security and safety.	866	3.87	.995	Satisfied

Undergraduate students generally neutral on all dimensions except satisfied on campus security and safety.

	Information	Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	866	3.78	1.000	Satisfied
IN21	The university's news and information are accurate and up to date.	866	3.79	.989	Satisfied
IN22	You can contact the relevant department directly regarding issues.	866	3.72	1.006	Satisfied
IN23	Suggestion and complaint channels are provided.	866	3.70	1.042	Satisfied
IN24	Your complaints and suggestions have been responded.	866	3.64	1.083	Satisfied

Undergraduate students generally satisfied on all dimensions.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	866	3.72	.832	Satisfied

Undergraduate students generally had satisfied on overall performance of service quality of Assumption University.

Summary of the first-year students

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	256	3.73	.955	Satisfied
Environment	256	3.82	.780	Satisfied
Staff	256	3.79	.889	Satisfied
School	256	3.73	.869	Satisfied
Facility	256	3.60	.904	Satisfied
Information	256	3.79	.853	Satisfied

The first-year students generally satisfied on all dimensions.

Service and Information Satisfaction Scoring by Sub-Dimension

	Registrar	Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	256	3.68	1.116	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	256	3.73	1.146	Satisfied
Re3	Having knowledge and understanding in registration system process.	256	3.78	.967	Satisfied

The first-year students generally satisfied on all dimensions.

	Environment	Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	256	4.00	.842	Satisfied
EN5	Cleanliness of the Restroom.	256	3.75	1.075	Satisfied
EN6	There is sufficient seating/resting area.	256	3.82	.941	Satisfied
EN7	On campus dining facilities provide sufficient service.	256	3.77	.933	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	256	3.77	.948	Satisfied

The first-year students generally satisfied on all dimensions.

	Staff	Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	256	3.77	.954	Satisfied
ST10	The staff provides friendly service.	256	3.81	.907	Satisfied

The first-year students generally satisfied on all dimensions.

	School	Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	256	3.71	.922	Satisfied
SC12	Faculties/Departments provide friendly service.	256	3.82	.911	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	256	3.66	.981	Satisfied

	School	Number of Respondents	Mean	S.D.	Result
SC14	Faculties/Departments can resolve your problem on their first attempt.	256	3.68	1.037	Satisfied
SC15	Issues are correctly addressed and completely every time.	256	3.73	.960	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	256	3.79	.944	Satisfied

The first-year students generally satisfied on all dimensions.

	Facility	Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	256	3.42	1.176	Neutral
FA18	Adequate Tram Service on campus.	256	3.45	1.174	Neutral
FA19	Campus Security and safety.	256	3.93	.887	Satisfied

The first-year students generally neutral on all dimensions except satisfied on campus security and safety.

	Information	Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	256	3.86	.939	Satisfied
IN21	The university's news and information are accurate and up to date.	256	3.84	.956	Satisfied
IN22	You can contact the relevant department directly regarding issues.	256	3.77	.936	Satisfied
IN23	Suggestion and complaint channels are provided.	256	3.77	.940	Satisfied
IN24	Your complaints and suggestions have been responded.	256	3.71	.987	Satisfied

The first-year students generally satisfied on all dimensions.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	256	3.75	.768	Satisfied

The first-year students generally satisfied on overall performance of *service quality of Assumption University*.

Summary of the second-year students

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	203	3.67	.992	Satisfied
Environment	203	3.78	.898	Satisfied
Staff	203	3.66	1.044	Satisfied
School	203	3.60	1.008	Satisfied
Facility	203	3.49	1.017	Neutral
Information	203	3.64	.981	Satisfied

The second-year students generally satisfied on all dimensions.

Service and Information Satisfaction Scoring by Sub-Dimension

	Registrar	Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	203	3.51	1.260	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	203	3.64	1.225	Satisfied
Re3	Having knowledge and understanding in registration system process.	203	3.87	1.047	Satisfied

The second-year students generally satisfied on all dimensions.

	Environment	Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	203	4.00	1.032	Satisfied
EN5	Cleanliness of the Restroom.	203	3.78	1.082	Satisfied
EN6	There is sufficient seating/resting area.	203	3.75	1.113	Satisfied
EN7	On campus dining facilities provide sufficient service.	203	3.67	1.124	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	203	3.69	1.046	Satisfied

The second-year students generally satisfied on all dimensions.

	Staff	Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	203	3.65	1.072	Satisfied
ST10	The staff provides friendly service.	203	3.67	1.145	Satisfied

The second-year students generally satisfied on all dimensions.

	School	Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	203	3.59	1.175	Satisfied
SC12	Faculties/Departments provide friendly service.	203	3.69	1.120	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	203	3.56	1.135	Satisfied

	School	Number of Respondents	Mean	S.D.	Result
SC14	Faculties/Departments can resolve your problem on their first attempt.	203	3.53	1.091	Satisfied
SC15	Issues are correctly addressed and completely every time.	203	3.60	1.064	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	203	3.62	1.099	Satisfied

The second-year students generally satisfied on all dimensions.

	Facility	Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	203	3.32	1.293	Neutral
FA18	Adequate Tram Service on campus.	203	3.40	1.236	Neutral
FA19	Campus Security and safety.	203	3.75	1.086	Satisfied

The second-year students generally neutral on all dimensions except satisfied on campus security and safety.

	Information	Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	203	3.69	1.046	Satisfied
IN21	The university's news and information are accurate and up to date.	203	3.76	1.021	Satisfied
IN22	You can contact the relevant department directly regarding issues.	203	3.67	1.050	Satisfied
IN23	Suggestion and complaint channels are provided.	203	3.59	1.128	Satisfied
IN24	Your complaints and suggestions have been responded.	203	3.50	1.191	Neutral

The second-year students generally satisfied on all dimensions except neutral on your complaints and suggestions have been responded.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	203	3.65	.873	Satisfied

The second-year students generally satisfied on overall performance of *service quality of Assumption University.*

Summary of the third-year students

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	190	3.87	.888	Satisfied
Environment	190	3.67	.918	Satisfied
Staff	190	3.77	.992	Satisfied
School	190	3.64	.948	Satisfied
Facility	190	3.56	1.018	Satisfied
Information	190	3.68	.943	Satisfied

The third-year students generally satisfied on all dimensions.

Service and Information Satisfaction Scoring by Sub-Dimension

	Registrar	Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	190	3.64	1.108	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	190	3.92	1.124	Satisfied
Re3	Having knowledge and understanding in registration system process.	190	4.05	.950	Satisfied

The third-year students generally satisfied on all dimensions.

	Environment	Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	190	3.88	.969	Satisfied
EN5	Cleanliness of the Restroom.	190	3.50	1.176	Neutral
EN6	There is sufficient seating/resting area.	190	3.69	1.104	Satisfied
EN7	On campus dining facilities provide sufficient service.	190	3.65	1.110	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	190	3.63	1.085	Satisfied

The third-year students generally satisfied on all dimensions except neutral on cleanliness of the restroom.

	Staff	Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	190	3.79	1.097	Satisfied
ST10	The staff provides friendly service.	190	3.59	1.074	Satisfied

The third-year students generally satisfied on all dimensions.

	School	Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	190	3.59	1.074	Satisfied
SC12	Faculties/Departments provide friendly service.	190	3.71	1.072	Satisfied

	School	Number of Respondents	Mean	S.D.	Result
SC13	Faculties/Departments provide a One Stop Service.	190	3.58	1.085	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	190	3.60	1.093	Satisfied
SC15	Issues are correctly addressed and completely every time.	190	3.69	1.050	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	190	3.65	1.077	Satisfied

The third-year students generally satisfied on all dimensions.

	Facility	Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	190	3.37	1.289	Neutral
FA18	Adequate Tram Service on campus.	190	3.45	1.237	Neutral
FA19	Campus Security and safety.	190	3.87	1.000	Satisfied

The second-year students generally neutral on all dimensions except satisfied on campus security and safety.

	Information	Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	190	3.74	1.010	Satisfied
IN21	The university's news and information are accurate and up to date.	190	3.70	1.008	Satisfied
IN22	You can contact the relevant department directly regarding issues.	190	3.69	1.035	Satisfied
IN23	Suggestion and complaint channels are provided.	190	3.66	1.070	Satisfied
IN24	Your complaints and suggestions have been responded.	190	3.58	1.079	Satisfied

The third-year students generally satisfied on all dimensions.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	190	3.68	.847	Satisfied

The third-year students generally satisfied on overall performance of *service quality of Assumption University.*

Summary of the fourth-year students

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	217	4.00	.829	Satisfied
Environment	217	3.83	.853	Satisfied
Staff	217	3.85	1.008	Satisfied
School	217	3.75	.995	Satisfied
Facility	217	3.70	.988	Satisfied
Information	217	3.76	.934	Satisfied

The fourth-year students generally satisfied on all dimensions.

Service and Information Satisfaction Scoring by Sub-Dimension

	Registrar	Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	217	3.84	1.006	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	217	4.05	1.006	Satisfied
Re3	Having knowledge and understanding in registration system process.	217	4.10	.871	Satisfied

The fourth-year students generally satisfied on all dimensions.

	Environment	Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	217	4.02	.902	Satisfied
EN5	Cleanliness of the Restroom.	217	3.75	1.094	Satisfied
EN6	There is sufficient seating/resting area.	217	3.80	1.024	Satisfied
EN7	On campus dining facilities provide sufficient service.	217	3.82	1.041	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	217	3.77	1.010	Satisfied

The fourth-year students generally satisfied on all dimensions.

	Staff	Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	217	3.87	1.024	Satisfied
ST10	The staff provides friendly service.	217	3.83	1.101	Satisfied

The fourth-year students generally satisfied on all dimensions.

	School	Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	217	3.73	1.102	Satisfied
SC12	Faculties/Departments provide friendly service.	217	3.86	1.013	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	217	3.69	1.168	Satisfied

	School	Number of Respondents	Mean	S.D.	Result
SC14	Faculties/Departments can resolve your problem on their first attempt.	217	3.71	1.148	Satisfied
SC15	Issues are correctly addressed and completely every time.	217	3.77	1.019	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	217	3.76	1.089	Satisfied

The fourth-year students generally satisfied on all dimensions.

	Facility	Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	217	3.63	1.144	Satisfied
FA18	Adequate Tram Service on campus.	217	3.57	1.185	Satisfied
FA19	Campus Security and safety.	217	3.89	1.020	Satisfied

The fourth-year students generally satisfied on all dimensions.

	Information	Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	217	3.79	1.014	Satisfied
IN21	The university's news and information are accurate and up to date.	217	3.84	.980	Satisfied
IN22	You can contact the relevant department directly regarding issues.	217	3.73	1.024	Satisfied
IN23	Suggestion and complaint channels are provided.	217	3.74	1.045	Satisfied
IN24	Your complaints and suggestions have been responded.	217	3.72	1.080	Satisfied

The fourth-year students generally satisfied on all dimensions.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	217	3.80	.848	Satisfied

The fourth-year students generally satisfied on overall performance of *service quality of Assumption University.*