

SATISFACTION OF CHINESE STUDENTS AT THAI UNIVERSITIES IN BANGKOK

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Abstract

With a continued growing number of Chinese students in Thailand, studying satisfaction of Chinese students at Thai universities in Bangkok is needed. This study uses questionnaires to collect data from 100 Chinese students at 4 major private universities in Bangkok. Data were analyzed using descriptive statistics and tested the hypothesis by using Chi-square (X^2 -test) and correlation analysis at significant level of 0.05.

This study found the majority of Chinese students are female who live in Yunnan City and studying in International Business degree in English program. This study found partial effects of demographic profile and service marketing mix strategies (7P's) on the satisfaction of Chinese students at Thai universities in Bangkok. The results can be used as guidelines to improve satisfaction of Chinese students at Thai private universities as a whole picture.

Keyword: Chinese Students at Thai universities in Bangkok, Satisfaction of Chinese Students

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Introduction

According to the survey conducted by Office of the Higher Education Commission, there were 20,309 foreign students, from 130 countries, enrolled in 103 Thai higher education institutions. Ruangkanjanases (2015) the number of foreign students had increased by 0.74% in 2012. The top three sending countries are China (8,444), Myanmar (1,481), and Laos (1,344) respectively (Yin, 2015). Although Thailand has been becoming a more favorable destination for Chinese students to continue their further study.

The top one still to Chinese students come to studying in Thai universities. There are more than 9,329 Chinese students in Thai universities. The Kingdom of Thailand has always been a China's very friendly partner.

There are around 30 Thai universities in Bangkok (Ruangkanjanases, 2015; Yin, 2015). This research is focus on the four major private universities. There are Dhurakij Pundit university (DPU), Bangkok university (BU), University of the Thai Chamber of Commerce (UTCC) and Assumption University (ABAC). So the research question is "What are the factors affecting the satisfaction of Chinese students who are studying at Thai universities in Bangkok?"

This study aims to test whether there are effect on satisfaction of Chinese students. Therefore, this study proposed two hypotheses as follows:

H1: Demographic profile has an effect on the satisfaction of Chinese students who are studying at Thai universities in Bangkok.

H2: Service Marketing Mix Strategy (7P's) has an effect on the level of satisfaction of Chinese students who are studying at Thai universities in Bangkok.

Investigating Constructs

This study addresses satisfaction of Chinese students who are studying at Thai universities in Bangkok. The proposed factors of demographic profiles and service marketing mix (7P's) were used to examine the effect on satisfaction of Chinese student who are studying at Thai universities in Bangkok. The definitions of key terms in this study are described as follows:

1. Demographic profile

- Gender: Gender is thus one area that has received some attention, but that attention is heavily focused on advertising and content analysis.

- Age: Age is the one background of Chinese students that are studying at Thai universities in Bangkok, so on this research mention about range of age what they satisfaction with it.

- Hometown: The hometown is used to understand about Chinese student where they come, because they are come from different place and the satisfaction is not the same.

- Residence City in China: The residence city in china is study about Chinese student where they live, because they are live not the same city, so the personality life is not the same.

- Studying university: Studying University refers to what Chinese students choose which university has the thing that they want or need.

- Field of studying: Field of studying offer about what Chinese student interested on which university and programs that are studying.

- Program: Program offer about what languages used in class.

- Studying year: Studying year offer about time that are came to studying at Thai university in Bangkok and mention about what they are satisfaction.

2. Service Marketing Mix (7P's)

- Product: Product would present about the programs of each faculty in university.

- Price: The price element of the services marketing mix is dominated by what is being charged for the degree or tuition fees that are required to enroll at the university.

- Place: The place is the distribution method that the university adopts to provide the tuition to its market in a manner that meets, if not exceeds, student expectations.

- Promotion: Promotion encompasses all the tools that universities can use to provide the market with information on its offerings: advertising, publicity, public relations and sales promotional efforts.

- People: The people element of the marketing mix includes all the staff of the university that interact with prospective students and indeed once they are enrolled as students of the university. These could be both academic, administrative and support staff.

- Process: The processes are all the administrative and bureaucratic functions of the university.

- Physical evidence: The physical evidence is the tangible component of the service offering. A variety of tangible aspects are evaluated by a university's target markets,

ranging from the teaching materials to the appearance of the buildings and lecture facilities at the university.

3. Student Satisfaction

Student satisfaction can be seen as customer satisfaction. Today's rapid expansion of colleges and universities forces them to think differently about the role of student satisfaction for their continued existence. The focus on market-driven strategies in the international education has received considerable attention among universities all over the world. It requires not only to attract but also to retain students in this competitive environment. Thus, they need to understand their target markets and modify their offerings to meet those needs (Songsathaphorn, 2014), convenience (Arambewela, 2009) and on the questionnaires use to measure 5 level of satisfaction of Chinese students

- I am strongly dissatisfied with this university.
- I am dissatisfied with this university.
- I feel neutral about this university.
- I am satisfied with this university.
- I am strongly satisfied with this university. (Kotler, 2003)

This research relates to study between demographic profile and service marketing mix 7P's that are affected the level of satisfaction of Chinese student that are studying at Thai universities in Bangkok. The demographic profile offers the background of Chinese students that are studying at Thai universities in Bangkok, but service marketing mix strategy (7P's) offering by the purpose of this research was to determine if the traditional services marketing mix is used by students when selecting and programs (Ivy, 2008). Service marketing mix and service quality including educational services can be improved through service quality elements / determinants. According to Lovelock & Wright (2002), five elements determine the service quality; tangible, empathy, reliability, responsiveness, and assurance or certainty. Tangibles, reflects the physical facilities such as lecture hall, offices, lecture rooms, clothes and appearance of employees, the location of campus, lecture facilities and offices. Empathy, includes the ease of communication and understanding of student needs such as attitude, reasonableness of fees being offered, the willingness to help students, responding to every request of students, courtesy of employees, individual attention to students, understanding employees to students, attention to the interests of students, attention to student needs and attention to personal student needs. Reliability, includes the trust on institutions, the accuracy of student records, student confidence on Dahmiri, Octavia & Patricia Licensed under Creative

Common Page 400 employees and lecturers. Responsiveness, includes speed of service and institutions support in faculty and staff. Assurance, includes an institution promise on students, determining timing of service provision, lectures security, determining operational timing and certainty of rendered services (Octavia, 2017)

Then between demographic profile and student satisfaction are affected the level of satisfaction of Chinese students that are studying at Thai universities in Bangkok, Arambewela and Hall's (2009) and O'Driscoll's (2012) research concluded that overseas students expressed different preferences on the factors contributing to their satisfaction and between service marketing mix strategy (7P's); and satisfaction of Chinese students that are studying at Thai universities in Bangkok was affected by the services marketing mix of Thai universities when selecting and the study programs. (Ivy, 2008; Poon, 2018)

Methodology

The research is a survey research design that uses a paper questionnaire to collect data from respondents. The research adopted quota and convenience sampling method by distributing questionnaire to Chinese students who are studying at Thai universities in Bangkok during 1st October – 12th October 2018. The respondents are from 4 major private Thai universities in Bangkok, 25 samples from each Thai universities by Dhurakij Pundit university (DPU), Bangkok university (BU), University of the Thai Chamber of Commerce (UTCC) and Assumption University (ABAC). Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The 384 samples at 5% sampling error is suggested according to Taro Yamane (1967), however this study collected data from 100 samples due to a limited research operation period. This is also one of the limitations in this study which can be rectified by conducting with larger sample size. Similar to the study of Nongbunnak et. Al., (2018) and Nop et. Al., (2018), these studies collected data from 100 samples.

Data has performed normal distribution with $-1 < \text{Skewness} < 1$ and $-2 < \text{Kurtosis} < 2$ (Tabachnick & Fidell, 2007). Data was analyzed using descriptive statistic and Chi-Square (X²-test) was used to test effect of demographic profiles and service marketing mix (7P's) on satisfaction of Chinese students at the confidence level of 95% or $\alpha < 0.05$.

Results and Discussion

This study collected data from 100 Chinese students who are studying at 4 Thai universities in Bangkok which are Dhurakij Pundit University (DPU), University of the Thai Chamber of Commerce (UTCC), Bangkok University (BU) and Assumption University (ABAC) from 1st October – 12th October 2018. Questionnaires were distributed to 100 respondents and all were used in data analysis resulting the response rate of 100% was achieved.

With regard to hypothesis 1, the study found that there is a partial relationship between demographic people and satisfaction of Chinese student. The finding showed that different gender, age, hometown, residence city in China, field of study, programs, studying year were not found significant relationship in satisfaction of Chinese students. Although except studying university that 4 universities in Bangkok are agreed with satisfaction of Chinese students about their studying at Thai universities in Bangkok. (See Table 1).

Table 1: Result of H1 effect of demographic profile on satisfaction of Chinese Students

Items	Value	Df.	Sig.
1.Gender	2.608 ^a	3	.456
2.Age	12.357 ^a	12	.417
3.Hometown	11.437 ^a	18	.875
4.Residence City in China	11.999 ^a	18	.847
5.Studying university	18.353 ^a	9	.031*
6.Field of study	16.486 ^a	12	.170
7.Programs	7.540 ^a	9	.581
8.Studying year	13.362 ^a	12	.343
Total	-	-	.465

level of significant $\alpha = .031$, $P < 0.05$ *

Table 2 shows the significant relationship of demographic profile (studying university) and “satisfaction of Chinese students”.

Dhurakij Pundit University (DPU) tended to strongly satisfied with this university of “satisfaction of Chinese students” (14%) followed by feel neutral with this university (7%), satisfied with this university (4%), dissatisfied with this university (0%), and strongly dissatisfied with this university (0%). University of the Thai Chamber of Commerce (UTCC)

tended to satisfied with this university of “satisfaction of Chinese students” (11%) followed by strongly satisfied with this university (8%), feel neutral with this university (5%), dissatisfied with this university (1%), and strongly dissatisfied with this university (0%). Bangkok University (BU) tended to satisfied with this university of “satisfaction of Chinese students” (8%) followed by feel neutral with this university (8%), strongly satisfied with this university (6%), dissatisfied with this university (3%), and strongly dissatisfied with this university (0%). Assumption University (ABAC) tended to feel neutral with this university of “satisfaction of Chinese students” (12%) followed by satisfied with this university (8%), strongly satisfied with this university (5%), dissatisfied with this university (0%), and strongly dissatisfied with this university (0%).

Table 2: Demographic profile (studying university) and Satisfaction of Chinese students

Studying university	Strongly dissatisfied with this university	Dissatisfied with this university	Feel neutral with this university	Satisfied with this university	Strongly satisfied with this university
Dhurakij Pundit University	0 0.0%	0 0%	7 7%	4 4%	14 14%
University of the Thai Chamber of Commerce	0 0%	1 1%	5 5%	11 11%	8 8%
Bangkok University	0 0.0%	3 3%	8 8%	8 8%	6 6%
Assumption University	0 0%	0 0%	12 12%	8 8%	5 5%

* Sig. = .031, P < 0.05

H2: Correlation was used to test service marketing mix (7P’s) has an effect on the level of satisfaction of Chinese students who are studying at Thai universities in Bangkok.

Table 3 showed the significant relationship of service marketing mix (7Ps) (product, price, place, promotion, people, process of service and physical evidence) and “satisfaction of Chinese students”. As follow:

With regards to hypothesis 2, the study released that there is a partial relationship between service marketing mix (7Ps) and satisfaction of Chinese students. The result showed that product, place, promotion, people, process and physical evidence were found significant relationship with satisfaction of Chinese students, and in contrast price was not found significant relationship with satisfaction of Chinese students. (See Table 3).

To sum up, the finding revealed satisfaction of Chinese students at Thai universities in Bangkok from different demographic profile such as gender, age, hometown, and residence city in China, studying university, field of study, programs and studying year are likely to be differed in satisfaction of Chinese students. It was also found that there is a significant relationship between service marketing mix (7Ps) and satisfaction of Chinese students. Each university should be developed in terms of place, people, process of service, and physical evidence because this research has found highly value that Chinese students pay attention to such aspects in R² table (See Table 13). Most respondents agreed that product, price, place, promotion, people, process, and physical evidence has an impact on satisfaction of Chinese students and has a significant relationship with satisfaction of Chinese students at significant level of 0.05.

Table 3: Relationship between Service Marketing Mix (7P’s) and satisfaction of Chinese Students

Service Marketing Mix Strategy (7P’s)	R ²	Sig.
<i>Product</i>		
1. I choose this university because it has good study programs.	.332*	.001*
2. This university usually often variety programs that I can choose.	.284*	.004*
3. This university has a good reputation.	.395*	.002*
<i>Price</i>		
1. The program value of this university is worth of the price.	.395*	.000*
2. The tuition fee in this university is not too high.	.095	.348
3. The installment payment of tuition fee is available at this university.	.327**	.001*
4. The tuition fee of this university includes visa fee service.	.231*	.021*
<i>Place</i>		
1. This university locates near the city-based areas.	.272**	.006*
2. There are many shopping places around this university. e.g. Department store	.407**	.000*

3.	There are several kinds of transportation to this university. e.g. bus, BTS, MRT	.331**	.001*
4.	I can apply to this university from admission center in China.	.235**	.019*
<i>Promotion</i>			
1.	It is easy to search for universities information from the Internet.	.277*	.005*
2.	I can get universities information from educational agencies in China.	.245**	.014*
3.	This university gives study scholarship that meets my need.	.367**	.000*
4.	This university gives reasonable rental fee for campus dormitory.	.397**	.000*
5.	This university gives about free health insurance for students.	.283**	.004*
6.	There are many celebrities studying at this university.	.126	.212
<i>People</i>			
1.	The staffs of International Affairs Office here give professional service to Chinese students.	.416**	.000*
2.	This university has good profile teacher in my study areas.	.379**	.000*
3.	I am happy with qualification of teacher here.	.458**	.000*
4.	Secretary of studying program can help to sort out whatever and problem that I have.	.482**	.000*
5.	Management team of this university has good reputation in China.	.440**	.000*
<i>Process of Service</i>			
1.	This university has a professional system in arranging the examination.	.538**	.000*
2.	This university has a professional system for paying tuition fee.	.428**	.000*
3.	This university uses modern payment method. e.g. by Alipay, bank E-transfer	.302**	.002*
4.	This university uses modern teaching platforms. e.g. Google classroom	.361**	.000*
5.	The registration procedure here is pretty convenient.	.367**	.000*
<i>Physical Evidence</i>			
1.	This university has good reputation for Chinese students.	.426**	.000*
2.	This university has sport club service for Chinese students.	.198**	.048*
3.	This university has library service for Chinese students.	.294**	.003*
4.	There are many foreign students studying at this university.	.303**	.002*
5.	This university has modern building and facilities.	.383**	.000*
<i>Physical Evidence</i>			
6.	The food shops at this university are suitable for Chinese students.	.427**	.000*
7.	This university has many useful study resources. e.g. Computer lab, Wi-Fi	.413**	.000*
8.	This university has financial service provider. e.g. commercial banks nearby	.416**	.000*
9.	This university has enough campus dormitories for Chinese students.	.377**	.000*

* Sig. = P < 0.05

Implications of the Study

In this study, start from university which have a lot of Chinese students came to study in their university, so firstly this research will has good affect to university manager to prepare marketing plan and service for Chinese students, secondly good affect for researcher that who research about Chinese students behavior and Chinese students consideration to sold some product to them, finally this research will has good affect for researcher that who want to research about Chinese students knowledge.

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