Factors Affecting International Student Satisfaction of Service Quality at Rangsit University International College, Thailand

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Abstract

This paper investigates the variables influencing Rangsit University International College (RIC) students' satisfaction with service quality. The study finds important factors that affect overall satisfaction by examining important dimensions such as academic services, administrative support, facilities, faculty performance, and student participation. The results shed light on how RIC might raise the caliber of its instruction to benefit students and preserve its competitive edge in the global education market. Additionally, this study investigates the connection between aspects of service quality and how they affect Rangsit University International College (RIC) students' satisfaction. Students' overall opinions are greatly influenced by elements like campus facilities, extracurricular activities, learning resources, and staff responsiveness. The study intends to offer suggestions for improving institutional services and creating a more encouraging learning environment by collecting student input. By using these insights, the international college can draw in more international students and enhance its quality of education. The study also looks at how communication effectiveness, technical support, and cultural diversity affect Rangsit University International College (RIC) students' satisfaction. As a global university, RIC must constantly adjust to the changing needs of a varied student body by providing top-notch administrative and academic support. The results can help university administration create plans to improve student experience, boost the institution's reputation, and encourage long-term student success and retention by pointing out areas that need improvement.

Keywords: *Student satisfaction, service quality, Rangsit University, academic services, faculty performance and Student engagement*

1.   Introduction

One of Thailand's top private universities, Rangsit University International College (RIC), welcomes students from various educational and cultural backgrounds with its varied undergraduate programs. Rangsit University (RSU) established on 6 April 1986, is a prominent private institution located in Pathum Thani, Thailand. The university offers a diverse range of undergraduate and graduate programs across various disciplines, including medicine, engineering, business, and the arts. RSU is committed to fostering academic excellence and innovation, aiming to equip students with the skills necessary to thrive in a globalized world. The university's mission emphasizes the development of knowledgeable and ethical graduates who contribute positively to society. RSU's vision focuses on becoming a leading educational institution recognized for its quality education and research contributions on both national and international levels (Rangsit University International College, n.d.). Knowing what influences international students' satisfaction with the quality of the university's services Elliot & Healy (2001) is crucial as they negotiate the challenges of pursuing higher education in a foreign nation. These international students often face difficulties such as language barriers, cultural adaptation, and varying levels of institutional support (Hassan & Bin Masri, 2013; Naidoo, 2006). To uphold its reputation and foster a supportive learning environment, RIC must provide high-quality services tailored to meet these needs. Although the number of international students attending RIC is rising, more research is required to pinpoint the elements influencing their contentment with the institution's offerings. The whole experience of students can be greatly impacted by the caliber of services provided, including academic support, administrative effectiveness, and campus facilities. By identifying the critical elements that affect RIC students' satisfaction, Nair (2016) this study aims to close this gap, especially considering the continuous changes brought on by the COVID-19 epidemic, making service and education delivery even more challenging.

This study focuses on undergraduate international students at Rangsit University International College (RIC) and examines their satisfaction with university services, including campus facilities, administrative support, and academic assistance. It will also explore how the COVID-19 pandemic has influenced students' experiences, particularly how the transition to online learning has affected their perceptions of service quality. However, the study has some limitations. Since it only includes RIC undergraduates, the findings may not accurately reflect the experiences of graduate students or those from other parts of Rangsit University. Additionally, the study will not extensively address other factors that may impact student satisfaction, such as external pressures (e.g., financial issues or psychological stress), as it primarily focuses on university-provided services.

The following key terms are central to this study, providing the foundation for understanding the research focus. "Undergraduate Student" refers to those pursuing a bachelor's degree, typically lasting three to four years, and represents the primary population under investigation. "Service Quality" pertains to the overall standard of the university's administrative, academic, and campus services, which significantly impact student satisfaction. "Student Satisfaction" reflects the level of contentment students feel regarding their learning experiences, both academic and extracurricular. "International Students" refers to students from diverse cultural backgrounds studying at Rangsit University International College (RIC), who are not citizens of Thailand. The "COVID-19 Pandemic" is a global event that has significantly altered the educational experience, especially through the transition to online learning. Lastly, the "Marketing Mix" focuses on aligning the university's services with the needs of students, addressing factors that influence service quality and satisfaction. These terms are key to exploring the factors affecting international students' experiences at RIC.

Hypothesis statements in this study establish measurable assumptions about the relationship between variables, guiding the research on factors influencing student satisfaction. The first hypothesis (H1) suggests that student satisfaction (Parasuraman et al., 1985), in colleges and universities is significantly impacted by the 7Ps marketing framework—product, price, place, promotion, people, process, and physical evidence—indicating that these elements shape students' educational experiences. The second hypothesis (H2) posits that student satisfaction is also strongly influenced by SERVQUAL dimensions, including tangibility, reliability, responsiveness, assurance, and empathy, as these service quality factors directly affect students' perceptions of their institution and overall happiness. This research aims to address the following questions: What aspects of service quality at Rangsit International College (RIC) influence undergraduate students' satisfaction? How does student satisfaction relate to the quality of academic, administrative, and campus services? What improvements can be made to enhance the overall undergraduate experience at RIC? This study focuses on student satisfaction (Neo, 2005), emphasizing the importance of high-quality services for international students. The research seeks to identify key factors that affect satisfaction and provide actionable recommendations to improve the overall student experience. The following sections will outline the theoretical framework and research methodology used in the study.
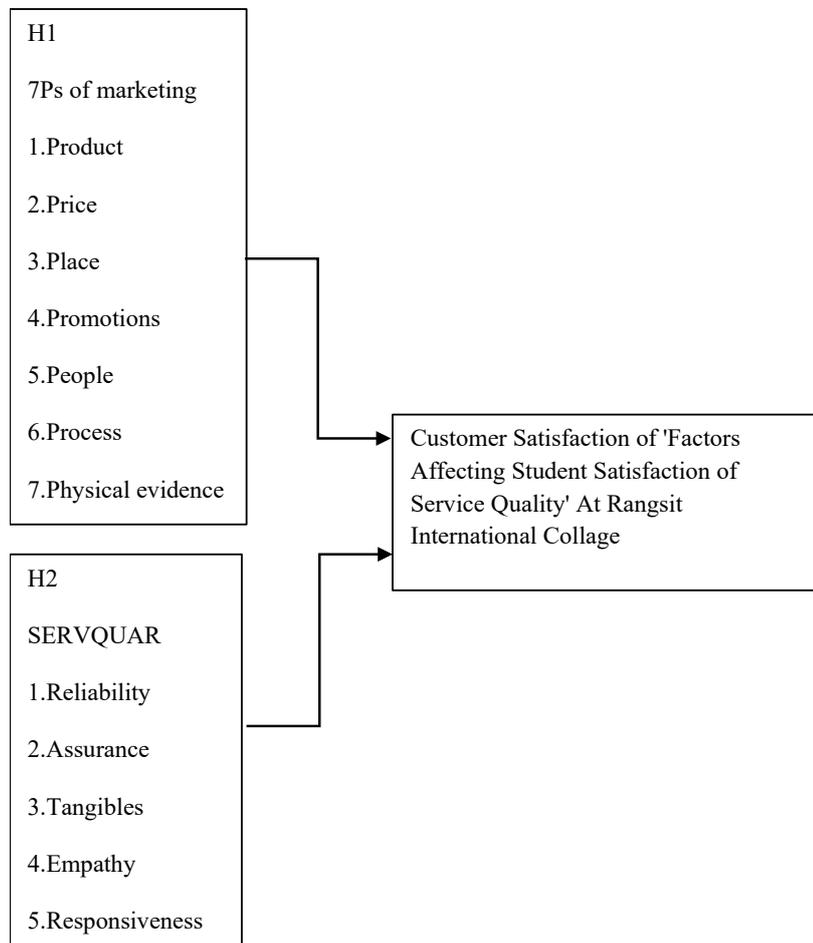
Figure 1 SERVQUAL and 7Ps model

      The primary goal of this research is to determine the variables that affect RIC undergraduate students' satisfaction with the services they receive. To evaluate how student happiness is affected by their level of services, such as administrative duties, academic, and facility assistance. To offer suggestions for enhancing RIC's student services considering the study's conclusions.

2. Literature Review

The literature review provides a thorough examination of previous research on student satisfaction, exploring key concepts, principles, and theories related to student happiness, as well as significant academic studies relevant to the topic. As highlighted by Thomas and Galambos (2004) and Browne et al. (1998), scholars have developed various conceptualizations of satisfaction in higher education. This section discusses the conceptual frameworks that form the basis of the current research, laying the groundwork for further analysis, and emphasizes the importance of student satisfaction, particularly in a globalized educational context. Additionally, student satisfaction in higher education is often influenced by multiple aspects of service quality. Key models, such as SERVQUAL by Parasuraman, Zeithaml, and Berry (1988), identify five dimensions—tangibility, reliability, assurance, responsiveness, and empathy—that are used to assess the quality of educational services. At Rangsit University, tangible aspects include the campus environment, technology, and amenities, while reliability and responsiveness refer to the university's ability to provide

consistent and timely services (LeBlanc & Nguyen, 1997). Assurance reflects the trust students place in the university's faculty and staff, and empathy represents the personalized attention students receive. Research indicates that these elements play a vital role in shaping students' satisfaction and their overall perception of the institution. In higher educational institutions, the 7Ps framework, price, place, promotion, people, process, and physical evidence—offers a comprehensive approach to understanding marketing strategies (Kotler & Fox, 1995).

The customized marketing mix is as follows:

1) Product: (service offering) Core Service Quality: Make sure there is top-notch instruction, a current curriculum, knowledgeable faculty, and first-rate learning materials. Supporting Services: Offer additional interesting events, career counseling, library access, and guidance. Innovations: To improve the quality of education, including workshop training sessions, practical assignments, and e-learning platforms.

2) Price: Affordability: To accommodate everyone on the socioeconomic spectrum, set tuition costs openly and reasonably. Value for Money: Use employment rates, facility quality, and success stories to support the expense. Scholarships and discounts: To draw in a broad student body, provide need-based and based-on-merit financial help.

3) Place: (Accessibility) Campus Location: Verify that the university is conveniently located near public transit and offers a secure atmosphere. Online accessibility: Offer flexible educational choices, digital materials, and online registration. Convenience: Create relationships or satellite campuses for online education.

4) Promotion: Digital marketing: use marketing via email, social media, and search engine optimization (SEO) to interact with students. Branding: To establish credibility, emphasize accomplishments, endorsements, and certifications. Engagement: To establish a connection with potential students, host open houses, webinars, and community-building exercises.

5) People: Faculty and Staff: To create a friendly atmosphere, hire highly qualified and personable lecturers and support personnel. Student Involvement: Involvement of students in making decisions by establishing advisory groups, for example. Customer service: Teach employees how to professionally respond to questions, grievances, and special requests.

6) Process: Efficiency: Use technology to streamline the admissions, registration, and payment procedures. Mechanisms of feedback: Get input from students on instruction, facilities, and general satisfaction on a regular basis. Consistency: Make sure that all touchpoints use the same methodology for instruction and service delivery.

7) Physical Evidence: Campus Infrastructure: Keep labs, classrooms, and spaces for recreation well-equipped. Digital Presence: Make information easily accessible by providing user-friendly websites and applications. Visual branding: Represent the organization consistently with banners, pamphlets, and logos.

The academic programs, courses, and extracurricular activities constitute the product. Tuition fees and financial aid options relate to price, while campus and online learning platform accessibility are associated with place. Promotional efforts include advertising campaigns and recruitment strategies targeting both domestic and international students. The people's aspect encompasses faculty, staff, and administrative (Gamage, et al., 2008) personnel who interact with students. The process refers to the student experience from admission to graduation, including administrative procedures and service delivery. Lastly, physical evidence pertains to the tangible aspects of the university environment, such as classrooms, libraries, and dormitories (Yusoff, McLeay, & Woodruffe-Burton, 2015). Each of these marketing components influences the satisfaction levels of international students at Rangsit University and contributes to their overall experience. Customer satisfaction: a critical measure of how well a business meets or exceeds customer expectations regarding its products, services, and overall experience. High customer satisfaction plays a significant role in fostering brand loyalty, increasing customer retention, and driving business growth. Satisfied customers are more likely to make repeat purchases, provide positive reviews, and recommend a business to others, ultimately enhancing its reputation and competitive edge. Companies that prioritize customer satisfaction

often invest in high-quality products, responsive customer service, and personalized experiences to build strong relationships with their customers. Additionally, factors such as pricing, convenience, and ease of access to services contribute to the overall satisfaction level, making it essential for businesses to continuously refine their offerings. To measure and improve customer satisfaction, businesses employ various tools, such as customer surveys, online reviews, and Net Promoter Score (NPS), which assesses customer loyalty and likelihood of recommending a brand. Analyzing customer feedback helps organizations identify areas for improvement and address pain points that may lead to dissatisfaction. Maintaining high satisfaction requires companies to be proactive in resolving issues, ensuring quick response times, and adapting to changing consumer expectations. With the increasing influence of digital interactions, Palmer & Koenig-Lewis (2009) businesses must also focus on providing seamless online experiences, such as user-friendly websites, efficient customer support channels, and personalized marketing strategies. By continuously prioritizing customer needs and refining service quality, businesses can build long-term customer relationships and achieve sustainable success.

Decision-making: the process of evaluating multiple options and selecting the best course of action to achieve the desired outcome. It is an essential function in both personal and professional settings, influencing areas such as business strategy, leadership, and problem-solving. Effective decision-making requires gathering and analyzing relevant information, considering potential risks and benefits, and making informed choices based on logical reasoning or intuition. In business, decision-making plays a crucial role in determining long-term success, as leaders must choose strategies that align with organizational goals, adapt to market changes, and address challenges efficiently. The ability to make sound decisions contributes to better productivity, innovation, and overall effectiveness in an organization. There are various decision-making models, including rational decision-making, which involves a structured approach based on data and logical analysis, and intuitive decision-making, which relies on experience and instinct. Additionally, group decision-making is common in organizations, where diverse perspectives contribute to well-rounded choices. However, factors such as time constraints, cognitive biases, and emotional influences can impact decision quality. Cognitive biases, including overconfidence, confirmation bias, and anchoring bias, can lead to poor judgment and ineffective outcomes. To enhance decision-making, individuals and organizations must develop critical thinking skills, utilize data-driven insights, and implement systematic approaches that minimize bias. By continuously refining decision-making processes, businesses and individuals can improve efficiency, problem-solving abilities, and long-term success.

Table 1 Related Research

Factors	Related research		
1. Student Satisfaction and Service Quality	SERVQUAL Model: Developed by Parasuraman et al., it measures service Quality in education sectors.	Service-Quality Link: Naidoo (2006) highlights how service quality directly impacts student satisfaction.	Quality Dimensions: Owlia & Aspinwall (1996) identify specific aspects of service quality in higher education.
2. Factors Influencing Student Satisfaction	Institutional Quality: Browne et al. (1998) discuss how the quality of institutional services shapes satisfaction.	Faculty Engagement: Thomas & Galambos (2004) emphasize faculty interaction and curriculum as key satisfaction factors.	Market Perceptions: Hasan & Bin Masri (2013) link satisfaction with service quality and market positioning.
3. 7Ps Framework in Higher Education	Marketing Strategy: Kotler & Fox (1995) emphasize the 7Ps' application in	Business Education: LeBlanc & Nguyen (1997) explore satisfaction in Business education	Student-Centric Dimensions: Yusoff et al. (2015) identify key drivers of satisfaction within the

Factors	Related research		
	Education for better education satisfaction.	through quality factors.	7Ps framework.
4. Impact of COVID-19 on Student Satisfaction	Disruption: Malkawi & Shihab (2020) analyze how the pandemic disrupted Learning environment.	Remote Learning: Highlighting challenges in online education and its effects on satisfaction.	Adaptation: The study emphasizes the need for innovation to maintain satisfaction during crises.
5. Service Quality and Marketing	Postgraduate Focus: Angell et al. (2008) apply SERVQUAL to evaluate postgraduate education quality.	Social Media: Constantinides & Zinck Stagno (2011) discuss using social media for educational promotion.	Service and Satisfaction: (Tessema et al., 2012) Linking marketing strategies to service delivery for enhanced satisfaction.
6. Research Methodologies and Measurement	Questionnaire Design: Brace (2018) Provides techniques for creating effective surveys.	Mixed Methods: Creswell (2014) suggestions combining qualitative and quantitative approaches.	Reliability Testing: Tavakol & Dennick (2011) emphasize the importance of Cronbach's alpha for measurement reliability.

This research highlights key factors influencing student satisfaction and service quality in higher education. Using models like SERVQUAL (Parasuraman et al., 1988) and the 7Ps framework (Kotler & Fox, 1995), it emphasizes the role of institutional quality, faculty engagement (Browne et al., 1998; Thomas & Galambos, 2004), and service delivery. The impact of COVID-19 (Malkawi & Shihab, 2020) underscores the need for adaptable learning environments. Additionally, marketing strategies (Hasan & Bin Masri, 2013; Constantinides & Zinck Stagno, 2011) and strong research methodologies (Creswell, 2014) provide a foundation for improving student experiences. By utilizing robust research methodologies (Brace, 2018; Creswell, 2014) and ensuring measurement reliability (Tavakol & Dennick, 2011), this study provides a strong foundation for future improvements in student satisfaction. Ultimately, these findings can guide universities in refining their service offerings, enhancing academic support, and implementing strategic marketing approaches to foster a more effective and fulfilling educational experience.

3. Research Methodology

This study employs a Quantitative research design to comprehensively analyze service quality and student satisfaction at Rangsit University International College (RIC). By gathering quantifiable data through surveys, Cohen, L., Manion, L., & Morrison, K. (2018) this method ensures statistical validation and identifies key factors influencing student happiness. The target population consists of undergraduate students at RIC, with a diverse sample selected from various programs and backgrounds to ensure broad representation, determined through statistical power analysis for generalizability. The primary research instrument is a questionnaire designed by Brace (2018) to assess service quality and student satisfaction, incorporating both closed-ended and open-ended questions to capture measurable insights and deeper perspectives. Implementing structured surveys and statistical analysis examines key factors such as institutional support, faculty engagement, and the impact of COVID-19 on learning experiences. The findings will offer data-driven insights to enhance service quality and improve overall student satisfaction (Brace, 2018; Tavakol & Dennick, 2011).

The SERVQUAL model by Parasuraman et al. (1988) serves as the foundation for developing a questionnaire to assess service quality in higher education, incorporating the 7Ps marketing framework to evaluate factors influencing college students' satisfaction. The survey covers Product, assessing instructional resources (e.g., "How pleased are you with the range and applicability of the courses available?"); Price, evaluating perceptions of tuition costs (e.g., "Do you think the tuition costs are fair given the education provided?"); Place, examining accessibility of both physical and digital resources (e.g., "How practical is the campus location?"); Promotion, measuring the effectiveness of marketing and communication efforts (e.g., "How well do the organization's communication channels inform you?"); People, focusing on interactions with academic and administrative staff (e.g., "How pleased are you with the administrative staff's assistance?"); Process, assessing service delivery efficiency (e.g., "How effective do you think the course registration process is?"); and Physical Evidence, evaluating material resources and facilities (e.g., "To what extent are you happy with the labs and libraries on campus?"). Cohen, P.A. (1981) By integrating these dimensions, the survey aims to provide a comprehensive analysis of student satisfaction in higher education. These questions assess key factors influencing student satisfaction using the SERVQUAL model (Parasuraman et al., 1988) and the 7Ps framework (Kotler & Fox, 1995). They provide a comprehensive evaluation of academic resources, tuition fairness, accessibility, faculty support, and facilities. The data helps identify strengths and weaknesses, guides institutional improvements, and enhances student satisfaction and retention. Additionally, they ensure universities adapt to changing educational needs, including post-COVID-19 shifts (Malkawi & Shihab, 2020).

Data for this study will be collected through online surveys distributed via university platforms and email, ensuring accessibility, higher response rates, and respondent anonymity. The collected data will be analyzed using SPSS, with descriptive statistics summarizing demographics and inferential statistics (such as regression analysis and ANOVA) used to test hypotheses. To ensure reliability and validity, the Index of Item Objective Congruence (IOC) will assess the questionnaire's content validity through expert review, ensuring its relevance and accuracy. Additionally, Cronbach's alpha coefficient will be used to measure the internal consistency of the survey items, with a reliability threshold of 0.70 or higher, considered acceptable. This methodology ensures data reliability and validity by enhancing accessibility, response rates, and anonymity. SPSS analysis (descriptive and inferential statistics) provides insights into student satisfaction, while IOC ensures questionnaire accuracy through expert review. Cronbach's alpha (≥0.70) confirms reliability (Tavakol & Dennick, 2011), ensuring credible findings for service quality assessment.

4. Findings
This section presents the analysis and interpretation of the survey data collected on students' university experiences. The data has been organized into graphical representations, including bar charts and pie charts, to highlight key trends and insights. By examining student responses, we can identify areas of strength and aspects that may require improvement. The analysis focuses on several key factors, such as the quality of teaching, administrative support, campus facilities, extracurricular activities, and career development opportunities. The results provide a clearer understanding of student satisfaction levels and their overall perception of the university environment.

Demographic data

Table 2 below displays specifics on the demographics of the people who responded to the survey forms. Of the 100 responders, the majority were men (56%) and those in the 18–21 age range (41%), with the 21–25 age range (40%), coming in second. Second-year students made up the largest percentage of participation (40%) while fourth-year students made up the smallest percentage (14%). These findings suggest that there are a wide variety of Rangsit University international college students, primarily younger boys in their early academic years, were included in the study.

Table 2 Demographic data

Demographic Variable	Category	Frequency	Percentage
Gender	Male	56	56%
	Female	44	44%
Age Group	Under 18	9	9%
	18-21	41	41%
	21-25	40	40%
	Over25	10	10%
Academic year	1st year	17	17%
	2nd year	40	40%
	3rd year	29	29%
	4th year	14	14%

Survey Questions result

The chart below consists of four separate bar graphs, each corresponding to a different survey question. Each bar graph represents the distribution of responses across five categories: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree. The x-axis of each graph displays the response categories, while the y-axis represents the frequency of responses. Grid lines are included to enhance readability and comparison across response categories. The descriptive analysis of demographic data highlights students' satisfaction with various university-related factors at Rangsit University International College (RIC). Regarding teaching quality, 36% of respondents agreed and 16% strongly agreed that instruction met expectations, while 18% expressed dissatisfaction. Administrative staff support was rated positively by 52% of students, though 14% were dissatisfied. Classroom facilities were generally well-received, with 63% agreeing or strongly agreeing that they were clean and conducive to learning. Extracurricular activities saw 55% satisfaction, though 16% of students were unhappy with the options available. In terms of career resources, 57% were satisfied with job placement and career preparation services, while 16% were not. Student feedback and opinions were valued by most respondents to a moderate (39%) or high extent (31%), though 19% felt their opinions were overlooked. Mental health support showed the greatest concern, with 37% rating it below average and only 9% considering it good. These findings highlight both the strengths and areas for improvement in RIC's services.
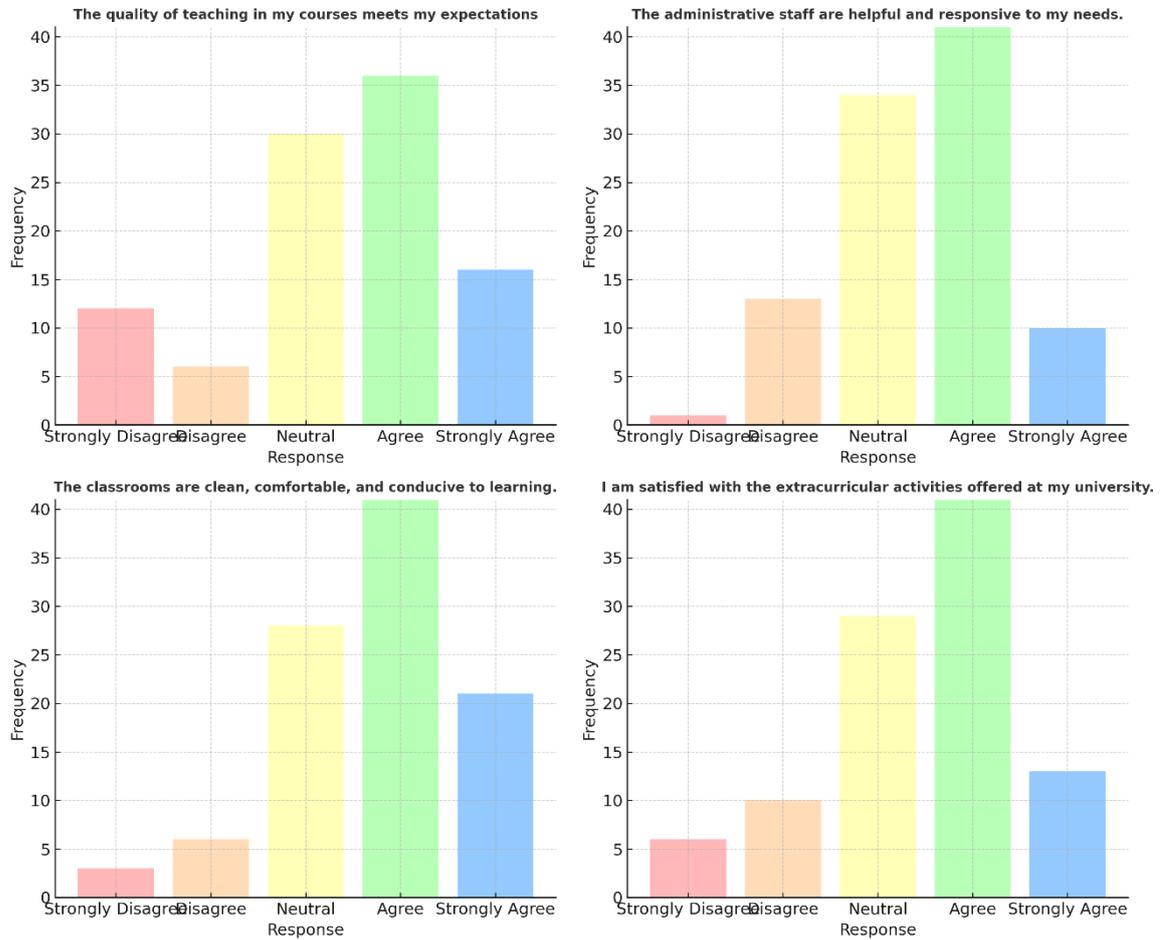
Figure 2: Survey Result

Satisfactory Aspects of University Experience

The chart provides a visual summary of student opinions on teaching quality, administrative support, classroom conditions, and extracurricular activities. Most responses lean toward agreement or neutrality, with some areas showing room for improvement. Respondents expressed their greatest satisfaction with campus facilities (39%), followed by extracurricular activities (19%) and the social environment (18%) out of all the elements assessed. Twelve percent of satisfaction comments were related to career support and academic resources. These findings show the university's strengths in terms of student involvement and infrastructure, but they also point to areas where academic performance and career advancement should be strengthened.
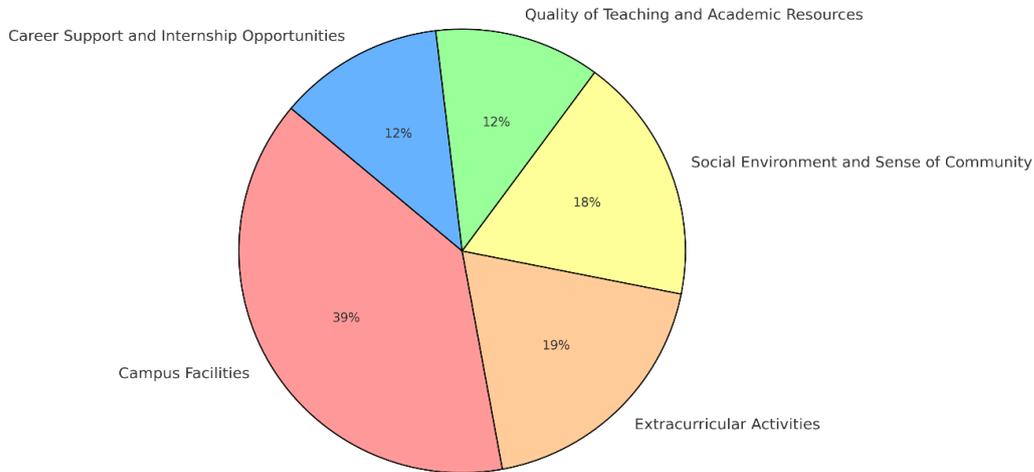
Figure 3: Most Satisfactory Aspects of University Experience

Area Needing Improvement

The "Areas Needing Improvement in University Services" chart below highlights key concerns students have regarding their university experience. The horizontal bar graph visually represents different aspects requiring enhancement, with the length of each bar corresponding to the number of students who identified that particular issue. The most frequently mentioned concern is the availability of internships and career support (30%), indicating that students seek better career guidance and internship opportunities. Following this, access to support services (24%) emerges as another significant area, suggesting that students may face challenges in obtaining academic or personal assistance. Additionally, curriculum relevance to career goals (21%) reflects concerns about whether academic programs effectively prepare students for their professional aspirations. Another notable issue is campus Wi-Fi and internet support (18%), suggesting that connectivity problems impact both academic and extracurricular activities. Lastly, responsiveness of administrative staff (7%) is the least frequently mentioned issue, but it still indicates some level of dissatisfaction with administrative efficiency.
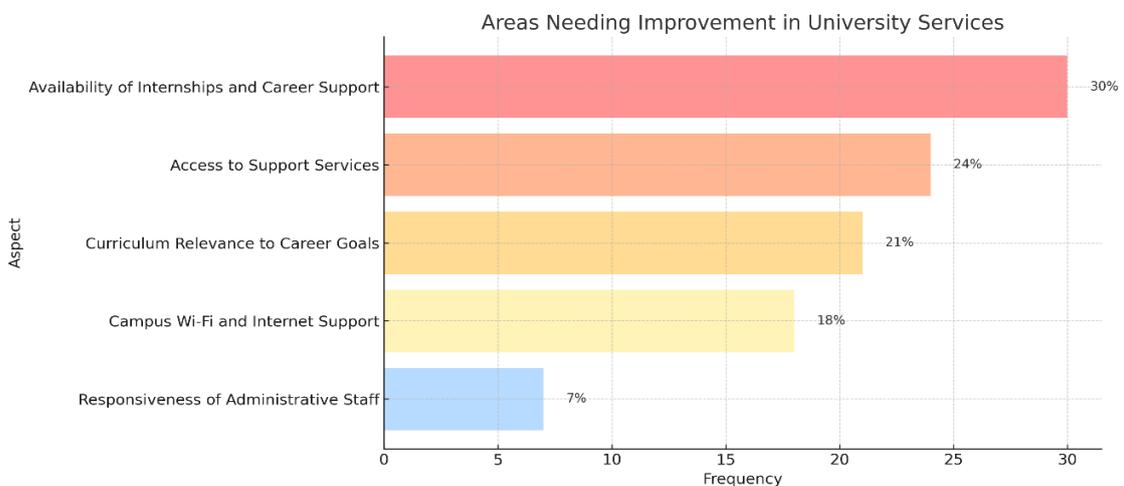
Figure 4: Area Needing Improvement

Respondents provided several recommendations to improve their university experience, emphasizing the need for enhanced academic support, including clearer guidance on course registration, internships, and instructor communication, as well as more interactive teaching methods and experiential learning opportunities. In career development, students suggested increasing job fairs, internships, and career resources, along with offering more scholarships. Campus facilities improvements were also highlighted, with requests for better air conditioning, Wi-Fi, maintenance, and a wider selection of international cuisine in campus dining. For student activities, respondents recommended introducing cultural exchange programs, diverse clubs, and more social events to foster community engagement. Administrative responsiveness was another concern, with calls for better staff communication and feedback mechanisms. Mental health support was a key issue, with suggestions for easier access to counseling and mental health resources. Additional requests included flexible class schedules, better library access, and extended weekend gym hours. These recommendations reflect students' expectations for a more engaging, supportive, and resourceful academic environment.

Suggestion for Improvement

The students' open-ended responses regarding areas for improvement in their university experience. These suggestions provide qualitative insights into specific concerns and potential enhancements that students believe would improve academic support, campus facilities, career services, and overall student satisfaction. By analyzing these responses, we can identify recurring themes and develop targeted strategies to address student needs effectively.

Table 6: Suggestion for Improvement (Open-Ended Responses)

Category	Common Suggestion
Academic Support	Better guidance for course registration and internship
	Easier access to professors during office hours
	More practical, hands-on learning experiences
	Incorporate interactive and digital tools in the curriculum
Career Development	Greater availability of internships and career resources
	Improved career planning support and more on-campus job fairs.
	Expand scholarships and financial aid options.
Campus Facilities	Improve Wi-Fi, air conditioning, and facility maintenance. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014).
	Add more cafes, restaurants, and international food options.
	Diversify extracurricular activities and 19clubs.
	Organize more cultural events and student bonding activities, e.g., competitions, sports.
Administrative Responsiveness	Ensure faster response to students' feedback and administrative support.
	Set up regular feedback mechanisms like suggestions box's
Mental Health and Well-Being support	Enhance access to mental health resources and counseling services
	Focus on overall student well-being
Miscellaneous	Flexible Class schedule and more elective courses options
	Better library access and weekend gymnasium availability

5. Summary, Discussion, Conclusion, and Recommendations

5.1 Summary of the study

Using the SERVQUAL model and the 7Ps marketing framework, this study investigates the variables affecting Rangsit University's International College students' satisfaction with service quality. The SERVQUAL approach assesses service quality in five areas: assurance, responsiveness, empathy, tangibles, and reliability. Product, pricing, place, promotion, people, process, and tangible proof are all included in the 7Ps framework. By combining these models, the study seeks to fully comprehend how different facets of marketing tactics and service quality affect student happiness.

Hypothesis Statement H1: At Rangsit University's International College, every SERVQUAL factor has a considerable impact on student satisfaction.
Hypothesis Statement H2: At Rangsit University's International College, every component of the 7Ps marketing mix has a major impact on student satisfaction.

Population and Samples: All students enrolled in Rangsit University's International College for the 2024 academic year made up the target population. A sample size of 100 undergraduate students was obtained by using a stratified random sampling technique to guarantee representation across various programs and year levels. Over the course of four weeks, online surveys were disseminated via the university's email system and student portal. Reminders were sent to increase response rates.

This research examines student satisfaction with various aspects of their university experience, including teaching quality, administrative support, campus facilities, extracurricular activities, and career services. Through survey data and graphical analysis, key trends were identified, highlighting both strengths and areas needing improvement. Findings indicate that students are generally satisfied with campus facilities and social environment, while career support, access to student services, and curriculum relevance require enhancement. Additionally, open-ended responses provide further insights into specific concerns and potential improvements. Overall, the study emphasizes the importance of strengthening career development opportunities, improving administrative responsiveness, and enhancing technological infrastructure to create a more supportive and fulfilling university experience.

5.2 Discussion

A comprehensive method for assessing service quality in higher education is provided by combining the SERVQUAL model with the 7Ps marketing framework. The results imply that although both models are useful for evaluating various aspects of service quality, integrating them offers a more thorough comprehension of the variables affecting student happiness. The findings of this study provide a deeper understanding of the factors influencing student satisfaction at Rangsit University's International College. The analysis highlights that while students appreciate well-maintained campus facilities and a supportive social environment, certain areas require improvement to enhance their overall university experience. Key concerns include career support, access to student services, curriculum relevance, and technological infrastructure, all of which play a crucial role in academic success and student well-being. A significant trend observed in the responses is the strong demand for internship opportunities and career guidance, indicating that students seek greater support in transitioning from academics to the workforce. Additionally, administrative responsiveness and academic support services were identified as areas where improvements could positively impact on students' daily experiences. Many students also pointed to Wi-Fi connectivity and access to digital resources as essential factors influencing their learning process.

These findings suggest that universities must adopt a student-centered approach by addressing these concerns and implementing strategic improvements. Enhancing career development initiatives, strengthening academic services, and improving technological infrastructure can lead to higher levels of student satisfaction and engagement. By continuously refining these areas, universities can create a more supportive, efficient, and enriching learning environment that better prepares students for academic and professional success.

5.3 Conclusions

According to the study, the 7Ps marketing mix of components and SERVQUAL dimensions both have a major impact on student satisfaction. The SERVQUAL model's "assurance" and "empathy," as well as the 7Ps framework's "people" and "physical evidence," were found to have the most influence. Overall, student satisfaction is also greatly impacted by the SERVQUAL dimensions and 7Ps components that are taken together. This study provides valuable insights into student satisfaction with various aspects of their university experience, offering a comprehensive understanding of the factors that contribute to both positive and negative perceptions. The findings highlight key strengths, such as well-maintained campus facilities and a supportive social environment, which contribute to students' overall well-being and engagement. These aspects play a crucial role in fostering a sense of belonging and creating a conducive learning atmosphere.

The study also identifies several areas for improvement, including career support services, accessibility to student support resources, curriculum alignment with career goals, and technological infrastructure such as campus Wi-Fi and internet accessibility. The need for internship opportunities, responsive administrative support, and efficient student services emerged as significant concerns among students. These elements are essential in preparing students for the workforce and ensuring they receive adequate academic and administrative assistance throughout their educational journey. Addressing these gaps can lead to a more enriching academic environment, ultimately enhancing students' readiness for professional careers and personal development. Furthermore, the analysis underscores the importance of continuous improvements in academic support, career development initiatives, and student engagement programs. Universities must actively seek feedback and implement student-driven recommendations to refine their services and educational offerings. By doing so, institutions can create a more supportive, efficient, and fulfilling learning experience that aligns with students' evolving needs and expectations. Investing in these improvements will not only enhance student satisfaction but also strengthen the university's reputation and ability to attract future students.

5.4 Recommendations

To enhance student satisfaction at Rangsit University's International College, several key improvements should be considered. First, career support and internship opportunities should be strengthened by fostering partnerships with businesses and expanding career counseling services to assist students with job placement, resume building, and career planning. Additionally, student support services must be improved by increasing access to academic advising, mental health support, and administrative responsiveness to ensure students receive timely assistance. Another crucial area for improvement is curriculum alignment with career goals, which can be achieved by regularly updating academic programs to match industry trends and incorporating more hands-on learning experiences such as case studies and industry collaborations. Furthermore, technological infrastructure should be upgraded by enhancing Wi-Fi connectivity, expanding access to digital learning resources, and investing in modern classroom technologies to support both online and hybrid education. Strengthening assurance and empathy through faculty and staff training programs is also essential to improving trust and individualized attention for students. Investing in people and physical evidence, such as hiring skilled staff and upgrading campus infrastructure, will help create a more welcoming and supportive learning environment. Additionally, tuition and pricing strategies should be evaluated to ensure they are perceived as fair and cost-effective, possibly by offering more financial aid and scholarships. For instance, Rangsit University provides 50% academic scholarships to eligible international students, which can be expanded to support a broader range of students. Lastly, a more comprehensive approach combining the 7Ps marketing mix and SERVQUAL model should be implemented to simultaneously enhance marketing strategies and service quality. By adopting these recommendations, Rangsit University's International College can improve student satisfaction, elevate service quality, and foster a more enriching and memorable university experience.

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