

Service Quality of the Service Technician Team Mitsubishi Electric Kang Yong Wattana Company Limited

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Abstract—Study of Service quality of the service technician team of Mitsubishi Electric Kang Yong Wattana Co., Ltd. The objective is to study the quality of service. Satisfaction level of service users of Mitsubishi Electric Company To compare the level of customer satisfaction of Mitsubishi Electric Company, classified according to operator data. and study the quality of service that affects the satisfaction of Mitsubishi Electric Company's service users. Method of study: quantitative study. (Quantitative Research) A questionnaire was used as a tool to collect data. The statistics used were percentages and averages. Hypothesis testing using t-test, F-test (One-Way ANOVA), Pearson Product Moment and Multiple Regression Analysis.

Recommendations from the study results: Service providers should give importance to having vehicles for transporting goods in good condition. Documents to control the transport of goods with correct and complete information, including appropriate labor-saving equipment for transporting goods. Train employees to have knowledge and ability to provide polite service. Smiling and friendly Take care of customers Consider customer benefits as important Dress neatly and appropriately. Provide services that meet standards.

Keywords— Service Quality, Satisfaction, Service Technician Team, Mitsubishi Electric Kang Yong Wattana Co., Ltd..

I. INTRODUCTION

Air conditioners are another electrical appliance that must be installed properly and correctly. For people who want to install a new air conditioner, It is something that should be taken into account and made suitable for the usable area as well. So that the air conditioner will work at its maximum. Including saving electricity as well. Installation of indoor air conditioning There should be no obstructions around the air vents coming out of the air conditioner. (Michikazu, & Mariko, 2016) So that the air within the room can be distributed evenly. The air conditioner should not be installed in areas exposed to direct sunlight. The air conditioner should be installed in an area that can be easily connected to the internal and external air conditioners. Install an indoor air conditioner that can be easily connected to the sewer pipe. Install the air conditioner with space and install it in an area where the filter or filter can be easily removed. (SANTIKUNAPORN, et al (2017)

Place the Fancoil Unit or indoor unit near an opening or balcony with a Condensing Unit or outdoor unit for easy maintenance. For the bedroom, the air conditioner should

always be set to blow down the side of the body or the mattress because if the air from the air conditioner blows from head to toe it will often cause discomfort. The air conditioner should not be installed above the head or bed. This is because every time there is maintenance or cleaning of the filter, it will easily cause the bed to become dirty. Installed in an area that is convenient for wiping and cleaning. (Ma, Guan, Liu, & Zhang, (2020)

Mitsubishi Electric Kang Yong Wattana Company Limited began as a small Thai distributor company with only a few employees. Sells only a few types of electrical appliances. But with vision and sincere intention to conduct business. Mr. Hang Sittiphon Photivorakhun, founder of Sahakanyong Company Limited, led the company's business. It keeps growing. Until the reputation of Mitsubishi Electric began to be known and desired even more, and in the year 1971, Mitsubishi Electric Corporation Company Japan has expressed his intentions Joint venture with Saha Kanyong Co., Ltd. for closer cooperation, Kanyong Wattana Co., Ltd. has been born ever since. Which at present is Mitsubishi Electric Kang Yong Wattana Co., Ltd. (MKY), distributor of electrical products under the trademark Mitsubishi Electric Kang Yong Wattana Co., Ltd. (Schabes, & Waters, 1993)

Growth and future of the company Currently, Mitsubishi Electric Kang Yong Wattana Co., Ltd. has more than 350 quality personnel and more than 500 leading distributors nationwide with business potential that develops the company moving forward. firmly and continues to grow with continuously increasing sales The company remains committed to maintaining excellence in distribution and service. To provide maximum satisfaction to consumers with electrical products. Quality that receives the highest trust award From consumers, many awards With excellent service from the Mitsubishi Electric Kang Yong Wattana service center that has been developed to the international level. With certification of international quality standards ISO 9001 : 2000, the first in Thailand.

From the above information The student is therefore interested in studying. The quality of service that affects the satisfaction of the service users of the Mitsubishi Electric Kang Yong Wattana Co., Ltd. service center technicians is extremely important and necessary. to the services of air conditioning technicians to support consumers To use the information obtained from the study as a guideline for development. Improve the service quality of the service technician team in order to continue to satisfy service users.

II. OBJECTIVES OF THE STUDY

To study the quality of service provided by the service technician team of Mitsubishi Electric Kang Yong Wattana Company Limited.

III. SCOPE OF RESEARCH

Content aspect: study of service quality in product delivery and air conditioner repair by the service technician team of Mitsubishi Electric Kang Yong Wattana Company Limited according to the concept of service quality measurement components of Zeithaml, Parasuraman & Berry (Pena, et al 2013) consists of the concreteness of the service (Tangibles), reliability (Reliability), responding to customers (Responsive), giving confidence to customers (Assurance), understanding and knowing customers (Empathy) and according to the concept of measuring satisfaction with the service of The service quality of the service technician team at Mitsubishi Electric Kang Yong Wattana Co., Ltd. consists of providing equal service (Equitable Service), timely service (Timely Service), adequate service (Ample Service). Providing continuous service (Continuous Service) Providing progressive service (Progressive Service) regarding the population and sample Study from a group of customer companies who have used the services of service technicians at Mitsubishi Electric Kang Yong Wattana Company Limited.

IV. LITERATURE REVIEW

Study of Quality of service in product delivery and air conditioner repair by the service technician team of Mitsubishi Electric Kang Yong Wattana Co., Ltd. The researcher studied documents, concepts, theories, and related research. To be used to define the conceptual framework and guidelines for the study. As follows: Service quality theory

V. QUALITY OF SERVICE

Stated that providing services means any activity of a person or organization that Do it to meet the needs of other people. who come to use the service and create satisfaction and feelings Happy when receiving service from that organization and creating satisfaction from the results of good service actions. It will be an action that can meet the needs of the person who expresses the intention to match what that person Expected as well as making the said person feel good. service quality means delivering quality services. It is one way. Make the business successful in the midst of competition. This is especially true when a service-based business has a format. Providing similar services and located in the same area Therefore, emphasizing service quality is a way. It will make a difference to the organization and this difference will bring about an increase in consumers. (Gale, & Wood, 1994)

Parasuraman, A., Valarie Zeithaml, and Leonard Berry (1985)Service quality (Service quality) is what every customer expects to receive from the service provided. Customers are measured by service quality measurement tools, which measure quality from 5 areas as follows.

1. Tangibles of the service (Tangibles) The service provided to the service recipient must show that the service recipient The quality of service can be clearly predicted, for example, the location where service is provided is convenient and comfortable, and the tools and equipment used to provide service are beautiful and modern, etc.

2. Reliability or can be trusted (Reliability) The service provider has the ability to perform the job. Makes service recipients feel confident that The service is accurate and precise.

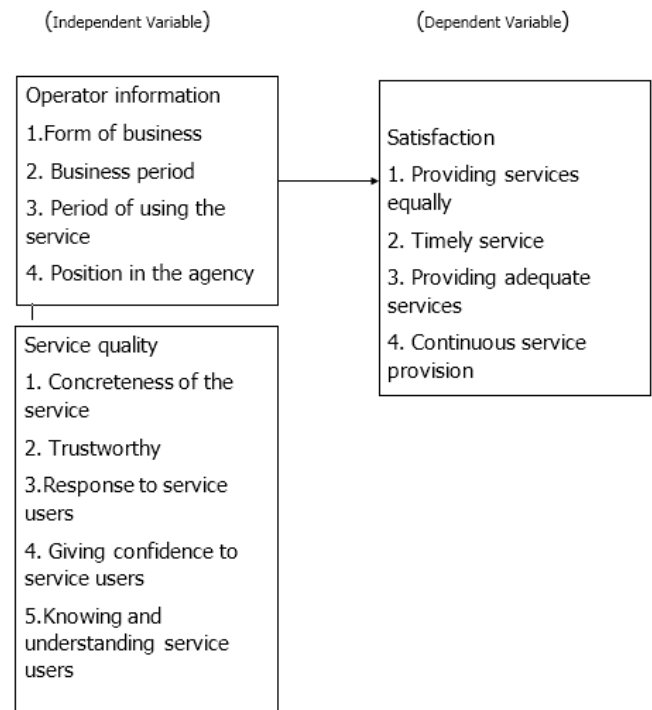
3. Responding to needs (Responsiveness) Service providers are ready and willing to provide services. Able to respond to the needs of service recipients as desired.

4. Assurance: The service provider has knowledge and good manners in providing services. and the ability of the service provider results in confidence in service recipients in using the service

5. Understanding the perception of the service recipient's needs (Empathy) The service provider provides services by considering the mind. and differences among service recipients according to individual characteristics are important

Gronroos (1982) proposed the idea that Technical Quality (Technical Quality) and Functional Quality (Functional Quality) are images of dimensions of quality that affect reaching both expectations and perceptions of service quality And the quality of service will be very high or low, depending on the level of technical quality and functional quality there

There is a conceptual framework as follows



VI. RESEARCH METHODOLOGY

Study of Quality of service in product delivery and air conditioner repair by the service technician team. Mitsubishi Electric Kang Yong Wattana Co., Ltd. aims to study the quality

of service provided by the service technician team. Level of satisfaction with the service of the service technician team Mitsubishi Electric Kang Yong Wattana Co., Ltd. compares satisfaction in using the services of service technicians of Mitsubishi Electric Kang Yong Wattana Co., Ltd., (Handoko, 2016) classified according to personal information. and the quality of service that affects the service satisfaction of the service technician team of Mitsubishi Electric Kang Yong Wattana Co., Ltd. The information from the study can be used as a guideline for improving the quality of service. Mitsubishi Electric Kang Yong Wattana Company Limited has determined the methods for the study as follows.

Data sources used in the study

This study has two types of data sources: Primary Data is data obtained from questionnaires in data collection. From users of the service technician team Mitsubishi Electric Kang Yong Wattana Company Limited, as the respondent. Secondary Data (Secondary Data) is information obtained from textbooks. Study report and related documents and internet

Population and sample used in the study

The population used in the study were users of the service technician team. Mitsubishi Electric Kang Yong Wattana Co., Ltd. selected a sample of 400 cases for this study. Use W.G.Cochran's(1984) calculation to find a sample size without knowing the exact population at a confidence level of 95% as follows. In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in Answering questionnaires The information is incomplete. The study therefore used a sample size of 400 cases.

How to collect data

To make education complete There is a method for collecting information. As follows, the information was collected from research from various sources, including textbooks, documents, and other research results. related Information obtained from questionnaire responses of the target group and receive it back yourself Conduct a completeness check To ensure that the questionnaire is complete and complete and can be used for further data analysis.

Data processing and analysis

Process the data obtained from the questionnaire using a computer program. By finding the rateAs for percentage (Percentage) and average (Mean), Microsoft Excel program is a ready-made program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with explanations of results. And the results from the chart are presented for analysis according to the characteristics of various variables.

Study results

Study of Quality of service in product delivery and air conditioner repair by the service technicians of Mitsubishi Electric Kang Yongwattana Company Limited. The sample

group studied includes customers who have used the services of service technicians of Mitsubishi Electric Company. Ktrick Kanyongwattana Co., Ltd. used 400 sets of questionnaires as a data collection tool and received 400 sets back, representing a percentage.

Compare the quality of service that influences the satisfaction of the service of the service technician team, Mitsubishi Electric Kang Yong Wattana Co., Ltd.

Service quality	B	Std. Error	Beta	t	Sig.	test
(Constant)	.442	0.080		5.501	0.000**	yes
Service quality						
1. Reliability and trustworthiness	0.080	0.033	0.089	2.450	0.015**	yes
2. providing confidence to customers	0.194	0.036	0.217	5.418	0.000**	yes
3. Concrete aspect of service	0.249	0.040	0.281	6.282	0.000**	yes
4. acknowledging customer needs	0.255	0.035	0.282	7.381	0.000**	yes
5. Responding to customer needs	0.106	0.023	0.144	4.539	0.000**	yes

** Statistically significant at the .05 level (2-tailed)

Comparing the quality of service that influences the service satisfaction of the service technician team, Mitsubishi Electric Kang Yong Wattana Co., Ltd. found that the quality of service Trustworthiness and trustworthiness (Sig. = 0.015) Giving confidence to customers (Sig. = 0.000) Concreteness of service (Sig. = 0.000) Understanding and acknowledging customer needs (Sig. = 0.000) and the aspect of responding to customer needs (Sig. = 0.000) has a significant influence on the service satisfaction of the service technician team of Mitsubishi Electric Kang Yong Wattana Co., Ltd. Statistical significance at the .05 level.

VII. CONCLUSION

Study of Quality of service of the service technician team of Mitsubishi Electric Kang Yong Wattana Co., Ltd. has the objective to study the quality of service. Satisfaction level of service users of Mitsubishi Electric Company. To compare the level of satisfaction of service users of Mitsubishi Electric Company classified by operator information. and study the quality of service that affects the satisfaction of customers of Mitsubishi Electric Company. The study method is a quantitative study. (Quantitative Research) The independent variables are general information of the respondents, consisting of the type of business. Business period Length of service and position in the agency Service quality consists of the concreteness of the service. Reliability and trustworthiness In terms of responding to needs In terms of giving confidence And in terms of understanding the perception of service recipients' needs, the dependent variable is satisfaction with the service of Mitsubishi Electric Company employees (Service Mind), using 400 sets of questionnaires as a tool for collecting statistical data. Used are percentage, average, hypothesis testing using t-test, F-test (One-Way ANOVA), Pearson Product Moment and Multiple Regression Analysis. From the results of data analysis can be summarized as follows.

VIII. DISCUSSION OF RESULTS

From the study of In improving the service quality of

Mitsubishi Electric Company, the researcher has the following issues to discuss. Suggestions received from the study The researcher has suggestions obtained from the study as follows:

Concrete aspect of service Service providers should pay attention to Having documents controlling the transportation of goods that contain accurate, complete, easy-to-understand information, and having appropriate energy-saving equipment for transporting goods. Employees speak politely. Have good human relations There are vehicles for transporting goods in good condition. and delivery personnel Dress neatly. is appropriate

Reliability and trustworthiness Service providers should give importance to training employees to have knowledge and abilities. Provide accurate information to service users Able to solve problems for customers correctly and quickly. Services are provided that ensure safety to users. and employees can provide services that meet international standards

In terms of responding to needs Service providers should give importance to creating awareness among employees to provide polite service. Smiling and friendly Providing services on schedule to meet the needs of service recipients. and customers can contact the company conveniently

In terms of providing confidence to customers Service providers should give importance to supervision. Control employees to have knowledge and skills to provide services according to international standards. and employees have good human relations with service users To make service recipients feel safe in coming to use the service and create a good impression on service recipients. There is a service system that meets standards, is accurate, reliable and has a product guarantee. In the case of damaged or lost products

In terms of understanding the needs of service recipients, service providers should ask for information from service users every time. and ready to provide assistance upon request and pay attention to recognizing the problems of service users Service technicians are attentive to customers. Consider customer benefits as important

Suggestions for next study

You should study the guidelines for increasing the efficiency of services provided by Mitsubishi Electric Company.

Suggestions for next study

You should study the guidelines for increasing the efficiency of services provided by Mitsubishi Electric Company

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