

Service Quality of Machine Maintenance Engineering Department Cabrick Company (Thailand) Co., Ltd.

¹Thanee Boonkhum and ²Tosaporn Mahamud

^{1,2}Graduate School of Business Administration, Kasembunbit University, Bangkok

Abstract: *Research on the service quality of the machinery maintenance engineering department that affects service provider satisfaction in Cabrick (Thailand) Co., Ltd. have a purpose 1) To study the quality of service provided by the Machinery Maintenance Engineering Department of Cabrick (Thailand) Company Limited. 2) To study the satisfaction of service providers in Cabrick (Thailand) Company Limited. To study the service quality of the machinery maintenance engineering department that affects the satisfaction of service providers in Cabrick (Thailand) Company Limited using 70 sets of questionnaires. The machinery maintenance engineering department should give importance to maintaining machinery so that it can be used efficiently. Plan for proactive machine maintenance. If a machine breaks down, service must be provided quickly. Modify to match the problem and give advice on how to solve basic problems for machine users. By providing service with friendliness and willingness. Prepare enough spare parts for repairs for the number of machines. and provide service with politeness, humility, and care for service users To increase the satisfaction level of service recipients*

Keywords: *Service Quality, Satisfaction, Machinery Maintenance*

1. Introduction

Industrial plant and various production plants In the field of maintenance engineering work It is considered a very important factor for the production system. If the production department in the factory. (Liese, 2006) There is a lack of effective maintenance. Various machines in the factory may frequently break down. Or maybe it's broken to such an extent that. (Mobley, 2011) The machine cannot continue operating if that happens. Production will be disrupted due to Broken machinery and cannot continue to use Resulting in being unable to produce “Product” (Product) for the factory causing the factory to lose enormous benefits Both in terms of maintenance costs (Maintenance Cost) and loss of production opportunities (Lost of Production Opportunity). (Bloch, & Geitner,2005)

What is repair and maintenance work? is “trying to maintain the condition of various machine tools To be in a condition that is ready to use at all times.” Normally, when talking about repair work, the principles are dismantling, dismantling, and replacing parts inside and outside. (Mishra, & Pathak, 2012) Then put it back together and use it as before. And maintenance means going to do various activities related to machinery according to the cycle and according to the specified plan. To extend the service. Confidence and efficiency in machinery, such as changing engine oil Changing grease, etc. The aim of repair and maintenance work is that the expenses incurred should be minimal. Compared to having the machine always available when the production department needs it.and use it with the utmost confidence and efficiency Or

if theoretically speaking, Down time = 0 and another main reason is In terms of safety It's mainly. which while using Machine users must not be harmed in any way. which is caused by the damage of machinery and equipment (Borisov, 2018)

From the above information, the study is interested in the service quality of the machinery maintenance engineering department that affects the satisfaction of service recipients in Cabric (Thailand) Company Limited. In order to use the results from this study as a guideline for improving service quality in order to create satisfaction. that affects the maintenance operations of the engineering department in Cabric (Thailand) Co., Ltd.

2. Objectives of the Study

To study the service quality of the machinery maintenance engineering department of Cabric (Thailand) Company Limited. To study the satisfaction of service providers in Cabric (Thailand) Company Limited.

Literature Review

A study of the service quality of the machinery maintenance engineering department that affects service provider satisfaction in Cabric (Thailand) Company Limited. The researcher studied related documents, concepts, theories, and research. To be used to determine the conceptual framework and guidelines for the study as follows: Service quality theory. Definition of service Many academics have defined the meaning of the word "service" for service work as follows:

Lewis and Booms (1983) defined service quality as a measure of the level of service that a service provider provides to customers or service recipients and how well it meets the needs of service recipients. Providing quality service (Delivering service quality) means responding to The service recipient has met the expectations that the service recipient has of the service provider.

Grönroos (1990) gave the meaning of service quality that it can be classified into two types: technical quality (Technical quality) related to the results or things that the service recipient receives; from that service, which can be measured in the same way as evaluating product quality (Product quality)

Parasuraman, A., Valarie Zeithaml, and Leonard Berry (1985) 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 the service is provided is convenient and comfortable, the tools and equipment used to provide the service are modern, the modernity of the equipment, the environment of the service location, and the dress of the employees. Publication of information about the service

2. Reliability: The service provider has the ability to perform the job. Makes service recipients feel confident that The service is accurate and accurate. Abilities The employees provided the service exactly as promised. Maintaining customer information and using it in Provide service to customers The work is not faulty. Maintenance equipment tools Always ready to use and having a sufficient number of employees to provide services.

3. Response to needs (Responsiveness) Service providers are ready and willing to provide services. Able to respond to the needs of service recipients as desired. Willingness to provide immediate service (Promptness) and provide good assistance (Helpfulness) includes willingness to provide service. readiness to provide service Continuous contact with customers Planning for dealing with customers

4. Assurance: Service providers have the necessary knowledge and skills to provide services (Competence). Be polite and friendly to customers (Courtesy). Be honest and can create Confidence to customers (Credibility) and security (Security) which includes knowledge and ability. Employees in providing information about services Creating safety and Believe in receiving service Courtesy and politeness of employees Behavior of employees in building confidence in

5. Understanding the perception of the needs of service recipients (Empathy) Service providers provide services by taking into account the mind. and differences among service recipients according to individual characteristics are important Can be accessed easily and can be contacted easily (Easy Access) Ability to communicate (Good) (Parasuraman,1988)

Communication and understanding customers Understanding) which means paying attention and paying attention to each customer of the service staff Time to open Provide convenient services to customers Opportunity to receive news and various information about the service recipient's business. Employees' true interest in customers. Ability to clearly understand the specific needs of customers, etc.

Research Methodology

A study of the service quality of the Machinery Maintenance Engineering Department that affects the satisfaction of service providers in Cabrik (Thailand) Company Limited. The objective is to study the quality of service of the Machinery Maintenance Engineering Department of Cabric Company. K (Thailand) Co., Ltd. Satisfaction of service providers in Cabric (Thailand) Co., Ltd. Compare satisfaction with service providers in Cabric (Thailand) Co., Ltd. Classified according to personal information Service quality of the machinery maintenance engineering department that affects satisfaction with service providers in Cabric (Thailand) Co., Ltd. In order to use the results from this study as a guideline for improving service quality in order to create satisfaction. That affects the maintenance operations of the engineering department in Cabric (Thailand) Company Limited. The method of study has been determined as follows.

Population and sample used in the study The population used in the study is 75 personnel of Cabric (Thailand) Company Limited (information as of June 1, 2023). This study Use the calculation to find the sample size (Sample size) by knowing the exact population of Taro Yamane (Yamane, Taro,1967 :56) at the confidence level of 95% as follows.

$$n = N / (1 + Ne^2)$$

$$n = 75 / (1 + 75(0.052))$$

$$n = 75 / (1 + (75 \times 0.0025))$$

$$n = 75 / (1 + 0.187)$$

$$n = 75 / 1.187$$

$$n = 63.18$$

In the calculation, there will be a sample size of 63 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 70 cases.

3. Study Results

Study of Service quality of the machinery maintenance engineering department that affects satisfaction with service providers in Cabric (Thailand) Co., Ltd., the sample studied. is a group of people using the engineering department's services A total of 70 sets of questionnaires were used as data collection tools and

70 sets were returned, accounting for 100 percent. The results of the study were divided into 6 parts as follows.

The results of the analysis of service quality influence the satisfaction of service providers in Cabric Company. (Thailand) Co., Ltd.

Service quality	B	Std. Error	Beta	t	Sig	Test
(Constants)	.080	.296		.272	.787	no
Concrete aspect the service	-.027	.099	-.029	-.271	.788	no
Reliabilit and trustworthiness	.192	.100	.228	1.912	.060	no
responding to needs	.067	.102	.074	.658	.513	no
confidence	.210	.094	.223	2.224	.030*	yes
understanding	.519	.097	.492	5.331	.000*	yes

* Statistically significant at the .05 level.

The results of the analysis of the service quality of the Machinery Maintenance Engineering Department that affect the satisfaction of service providers in Cabric (Thailand) Co., Ltd. found that the aspect of providing confidence and the aspect of understanding the perception of the recipient's needs. serve It influences the satisfaction of service providers in Cabric (Thailand) Company Limited with statistical significance at the .05 level.

4. Summary of Results, Discussion of Results, and Recommendations

A study on the service quality of the machinery maintenance engineering department that affects service provider satisfaction in Cabric (Thailand) Co., Ltd. The objective is to study the service quality of the machinery maintenance engineering department of Cabric (Thailand) Company Limited. To study the satisfaction of service providers in Cabric (Thailand) Company Limited. Compare satisfaction with service providers in Cabric (Thailand) Company Limited, classified by personal information. To study the service quality of the machinery maintenance engineering department that affects service provider satisfaction in Cabric (Thailand) Company Limited using 70 sets of questionnaires.

It is a tool for collecting data. And statistics were used to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis. From the results of data analysis, the following conclusions can be drawn:

5. Discussion of Results

From a study on the quality of service of the machinery maintenance engineering department that affects the satisfaction of service providers in Cabric (Thailand) Company Limited, the researcher has the following issues to discuss:

Suggestions from the study

1. Concerning the concreteness of services, maintenance agencies should focus on maintaining machinery so that it can be used efficiently. If a machine breaks down, technicians must be arranged to fix it in a timely manner so as not to cause damage to the production department.

2. Reliability Maintenance departments should proactively plan for machine maintenance. If a machine breaks down, service must be provided quickly. Correct the problem to prevent repeated damage, and maintenance staff give advice and explain the cause of the problem after the work is completed.

3. Response to needs Maintenance agencies should have channels to provide answers to questions that are convenient for users. Provide advice on how to solve basic problems for machine users. Yo provides service with friendliness and willingness.

4. Reassurance aspect Maintenance agencies should procure and prepare enough spare parts for repairs for the number of machines. Arrange technicians with sufficient service expertise to be able to provide services on time at the repair appointment.

5. In terms of understanding the needs of service users, maintenance agencies should supervise service technicians with politeness, humility, and care for service users. Communicate with service recipients easily. Allow service agencies to evaluate their performance in order to improve and develop their work.

Suggestions for Next Study

There should be an in-depth study of the maintenance services of Cabric (Thailand) Company Limited by interviewing employees. Control machines to gain in-depth information and more variety regarding service quality and be able to explain the level of satisfaction that occurs in order to find a model for service development. that creates the highest level of satisfaction.

6. References

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