

CHAPTER FOUR

RESULTS

The last chapter described the subjects of the study, materials, and the method of collecting and analyzing data. In the study, 200 questionnaires were randomly distributed to students. All questionnaires were collected after the respondents finished answering them. This chapter reports the results of the study and is divided into five parts as follows:

Part 1: General information of the respondents.

Part 2: Dormitory services and facilities.

Part 3: Factors affecting student's decisions in selecting dormitories.

Part 4: Overall satisfaction with dormitory services.

Part 5: Other opinions about dormitory services and suggestions.

4.1 GENERAL INFORMATION OF THE RESPONDENTS

There were 10 questions asking for general background information of the respondents. This information was about gender, age, educational level, faculty/department, educational institution, educational status, residence, monthly income, vehicles, and traveling method.

Table 1. Gender

Gender	Frequency (N)	Percentage (%)
Male	72	36.0
Female	128	64.0
Total	200	100.0

The total number of subjects in this study was 200 students. From the results of this study, table 1 shows that the number of female respondents (64%) was almost two times higher than the number of male respondents (36%).

Table 2. Age of Respondents

Age (Years old)	Frequency (N)	Percentage (%)
16	1	0.5
18	15	7.5
19	48	24.0
20	47	23.5
21	43	21.5
22	33	16.5
23	11	5.5
24	2	1.0
Total	200	100.0

From table 2, the respondent's age ranged from 16 to 24 years old. The largest groups of respondents were those whose ages fell between 19-22 years old, accounting for 85.5%.

Table3. Educational Level

Educational Level	Frequency (N)	Percentage (%)
Secondary school	2	1.0
Vocational certificate	2	1.0
Bachelor's degree	193	96.5
Master's degree	3	1.5
Total	200	100.0

Table 3 indicates that the majority of the respondents' educational background was bachelor degree at 96.5%.

Table 4. Faculty / Department

Faculty / Department	Frequency (N)	Percentage (%)
Education	38	19.0
En-tech/Food tech	11	5.5
Engineering	74	37.0
Interior decoration	4	2.0
Literature	16	8.0
Pharmacy	15	7.5
Science	33	16.5
Technology	2	1.0
Other	7	3.5
Total	200	100.0

Table 4 indicates that the most respondents were students from the faculty of Engineering (37%), followed by the faculty of Education (19%), and the faculty of Science (16.5%).

Table 5. Educational Institution

Institution	Frequency (N)	Percentage (%)
Silapakorn University	198	98.0
Others	4	2.0
Total	200	100.0

Nearly all respondents were students at Silpakorn University, accounting for 98%.

Table 6. Educational Status

Educational status	Frequency (N)	Percentage (%)
Freshmen	61	30.5
Sophomores	37	18.5
Juniors	40	20.0
Seniors	58	29.0
Others	4	2.0
Total	200	100.0

The respondents varied in educational status. The majority of the respondents were freshmen and seniors, about 30.5% and 29.0%, respectively, followed by 20% juniors and 18.5% sophomores.

Table 7. Students' Residences

Provinces	Frequency (N)	Percentage (%)
Ayuthaya	1	0.5
Bangkok	40	20.0
Chacheangsao	2	1.0
Chainart	2	1.0
Chantaburi	1	0.5
Chiangmai	1	0.5
Chiengrai	1	0.5
Chonburi	7	3.5
Chumporn	1	0.5
Karnchanaburi	11	5.5

Table 7. (continued)

Provinces	Frequency (N)	Percentage (%)
Khonkan	2	1.0
Kumpangpetch	1	0.5
Leuy	2	1.0
Loburi	5	2.5
Mookdaharn	1	0.5
Nakornnayok	1	0.5
Nakornpathom	25	12.5
Nakornrajsrima	4	2.0
Nakornsawan	2	1.0
Nakornsriathammarat	6	3.0
Nonthaburi	3	1.5
Pathumthani	2	1.0
Petchaboon	2	1.0
Petchaburi	7	3.5
Prachuab	3	1.5
Prae	2	1.0
Ratchaburi	15	7.5
Samutprakarn	4	2.0
Samutsakorn	9	4.5
Samutsongkram	6	3.0
Saraburi	1	0.5
Satul	2	1.0
Songkhla	2	1.0
Srakaew	1	0.5
Srisaket	1	0.5
Sukhothai	2	1.0
SupanBuri	13	6.5
Suratthani	1	0.5
Surin	3	1.5
Tak	2	1.0
Udonthani	2	1.0
Utaradit	1	0.5
Total	200	100.0

Table 7 shows that the respondents' residences varied throughout Thailand. The majority of the respondents were from Bangkok, at about 20%, followed by Nakornpathom province (11%).

Table 8. Monthly Income

Monthly Income	Frequency (N)	Percentage (%)
Less than 3,000 Baht	38	19.0
3,000-4,000 Baht	61	30.5
4,001-5,000 Baht	43	21.5
5,001-6,000 Baht	20	10.0
Greater than 6,000 baht	38	19.0
Total	200	100.0

The average monthly income of the majority of respondents (30%) was about 3,000-4,000 Baht, followed by respondents earning 4,001-5,000 Baht per month (21.5%).

Table 9. Vehicles

Vehicles	Frequency (N)	Percent (%)
Have their own vehicles	147	73.5
Do not have their own vehicles	53	26.5
Total	200	100.0

Most of respondents had their own vehicles (73.5%), and the rest at 26.5 % did not have their own vehicles.

Table 10. Traveling Method

Traveling Method	Frequency (N)	Percentage (%)
By car	9	4.5
By bicycle	78	39.0
By motorcycle	80	40.0
By public motorcycle	3	1.5
By bus	7	3.5
Others: walk or go with friends	23	11.5
Total	200	100.0

Table 10 indicates that most of the respondents (79%) went to their educational institution by motorcycle or by bicycle. In addition, some of the respondents preferred to go with friends or walk even though they had their own vehicles (11.5%).

4.2 DORMITORY SERVICES AND FACILITIES

This part summarizes the characteristic of the dormitories, and the equipment and facilities provided in those dormitories. There were 9 questions asking about the type of dormitory, the length of residence, the number of their roommates, the rental fees, the location of the dormitory, the time used for traveling to the university, and equipment and facilities of dormitories.

Table 11. The Type of Dormitory

Types	Frequency (N)	Percentage (%)
Apartment	127	63.5
Condominium	20	10.0
Rental room	53	26.5
Total	200	100.0

Table 11 shows that the majority of the respondents lived in an apartment (63.5%), followed by those lived in a rental room (26.5%).

Table 12. The Length of Residence at the Dormitories

Length of residence	Number (N)	Minimum (Month)	Maximum (Month)	Mean (Month)	Std. Deviation
Length of residence	200	1	63	20.72	15.707

The average period of time that the respondents lived in the dormitory was about 20.72 months or approximately 1 year 7 months.

Table 13. The Number of Roommates per Room

Number of persons	Frequency (N)	Percentage (%)
Alone	41	20.5
2 persons	69	34.5
3 persons	55	27.5
4 persons	31	15.5
More than 4 persons	4	2.0
Total	200	100.0

Tables 13 shows that most respondents generally preferred to live with 2-3 friends (62%), followed by 20.5 % of the respondents preferred to live alone; and 17.5 % of the respondents lived with four friends or more.

Table 14. The Rental Fee per Month

Rental fee	Frequency (N)	Percentage (%)
Less than 2,000 Baht	66	33.0
2,000-2,500 Baht	31	15.5
2,501-3,000 Baht	33	16.5
3,001-3,500 Baht	15	7.5
3,501-4,000 Baht	24	12.0
Greater than 4,000 Baht	31	15.5
Total	200	100.0

The average monthly rental fee for the majority of respondent (33.0%) was less than 2,000 baht, followed by 2,501-3,000 Baht (16.5%).

Table 15. The Location of the Dormitories

Location	Frequency (N)	Percentage (%)
In front of the university	113	56.5
Beside the university	32	16.0
Behind the university	55	27.5
Total	200	100.0

Most of the dormitories were located in front of the respondents' educational institution (56.5%), followed by those located behind the university (27.5%).

Table 16. Commuting Time of Respondent

Commuting Time	Frequency (N)	Percentage (%)
Less than 5 minutes	89	44.5
5-10 minutes	103	51.5
11-15 minutes	8	4.0
Total	200	100.0

Table 16 indicates that most of the respondents spent about 5-10 minutes going to their universities (51.5%), followed by the group who spent less than 5 minutes going to their universities (44.5%).

Table 17. Dormitory Equipment

Equipment	Percentage (%)
Bed	93.0
Mattress	94.5
Desk and chair	90.0
Dresser	88.5
Refrigerator	27.5
Television	34.5
Cable TV	38.0
Water Heating Appliance	13.0
Telephone	52.5
Internet	62.0
Air condition	29.0
Fan	58.5
Toilet within the room	62.5

Table 17 shows that more than 85% of dormitories provided a bed, mattress, desk, chair, and dresser for students within the room. Approximately 62% of the dormitories provided Internet service and a restroom within the room.

Table 18. Dormitory Facilities

Services / Facilities	Percentage (%)
Lift	25.0
Mini mart	52.0
Food court	47.0
Salon	45.0
Newspapers / magazines	55.0
Car park	93.5
Post office	66.0
Laundry	78.5
Security service	85.5
Fitness	14.5
Book rental shop	20.5
Photocopy shop	47.5
Computer / Internet shop	56.0
Consulting staff	57.0

Table 18. (Continued)

Services / Facilities	Percentage (%)
Vehicle access	76.5
Non-resident access	74.0

Table 18 indicates that the necessary facilities of most dormitories were car park (93.5%), and security service (85.5%). The other facilities that were important include laundry service, vehicle access, and non-resident access (more than 70%).

4.3 FACTORS AFFECTING STUDENTS' DECISIONS IN SELECTING DORMITORIES.

This part summarizes the level of importance that the respondents rated regarding each factor influencing their decision in selecting a dormitory. These factors included the dormitory's physical appearance, price, location, promotions, staff, dormitory services, and other factors. The analysis is based on a 5 point rating scale, ranging from "Strongly agree" to "Strongly disagree." The criteria and meaning of the scores is presented as follows:

Rating Score	Range of average score	Description
5	4.21-5.00	Strongly agree
4	3.41-4.20	Agree
3	2.61-3.40	Depends (Neither agree nor disagree)
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly disagree

The following are the results shown in terms of frequency, percentage, and mean, followed by the meaning.

Table 19. Dormitory's Physical Factors

Physical Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Image	39	68	84	6	3	3.67	Agree
2. External decoration	32	53	94	15	5	3.46	Agree
3. Internal decoration	37	49	94	16	3	3.51	Agree
4. Cleanliness	56	66	71	4	2	3.85	Agree
5. Room size	37	59	84	15	3	3.57	Agree
6. Facilities / Equipment	22	45	70	32	30	2.98	Depends
7. Parking	22	56	24	6	1	3.31	Depends
Average score						3.47	Agree

On the aspect of the dormitory's physical features, the respondents agreed that cleanliness (3.85), image (3.67), size (3.57), internal decoration (3.51), and external decoration (3.46) of the dormitories were the factors influencing their decision-making in selecting a dormitory.

Table 20. Price Factors

Price Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Income per month	50	53	80	13	4	3.66	Agree
2. Rental fee per month	69	50	68	11	2	3.87	Agree
3. Facilities expenses per month	56	55	72	14	3	3.73	Agree
4. Insurance expenses	34	54	89	20	3	3.48	Agree
5 Method of payment	28	56	84	19	13	3.33	Depends

Regarding the dormitory's price factors, the respondents agreed that the rental fee per month (3.87), facility expenses per month (3.73), income per month (3.66), and insurance expenses (3.48) were the factors influencing their decision-making in selecting a dormitory

Table 21. Location Factors

Location Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Distance from university	97	63	36	4	0	4.26	Strongly Agree
2. Transportation convenience	101	66	30	3	0	4.33	Strongly Agree
3. Car parking convenience	77	61	50	11	1	4.01	Agree
4. Environmental surroundings	65	65	58	9	3	3.90	Agree
Average score						4.13	Agree

Table 21 obviously shows that regarding the aspect of the dormitory's location factors, the respondents strongly agreed that transportation convenience (4.33) and the distance between the dormitory and the community or university (4.26) were the most important factors influencing their decision-making in selecting a dormitory. In addition, the respondents agreed that a parking convenience (4.01) and the environment around the dormitory were factors affecting their decision in choosing a dormitory.

Table 22. Promotional Factors

Promotional Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Adverting Poster	11	31	95	35	28	2.81	Depends
2. Acquaintance's recommendation	22	46	85	25	22	3.10	Depends
3. Mass media advertising	13	26	86	44	31	2.73	Depends
Average Score						2.88	Depends

In regard to the dormitory's promotional factors, the respondents neither agreed nor disagreed that the acquaintance's recommendation, advertising poster or mass media advertisement were factors influencing their decision-making in selecting a dormitory.

Table 23. Personal Factors

Personal Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Owner's reliability	47	77	64	7	5	3.77	Agree
2. Owner's temperament	48	72	68	3	9	3.73	Agree
3. Owner's attentiveness	46	73	72	3	6	3.75	Agree
4. Housekeeper's attentiveness	52	69	66	9	4	3.78	Agree
5. Guard's attentiveness	48	67	68	14	3	3.71	Agree
6. Staff's honesty	60	66	66	5	3	3.87	Agree
Average score						3.76	Agree

Regarding the aspect of the dormitory's personal factors, the respondents agreed that the staff's honesty (3.87) the housekeeper's attentiveness (3.78), the owner's reliability (3.77), the owner's attentiveness (3.75), the owner's temperament (3.75), and the guard's attentiveness (3.71) were factors influencing their decision-making on selecting the dormitory.

Table 24. Dormitory Service Factors

Dormitory Service Factors	Strongly agree	Agree	Depends	Disagree	Strongly disagree	Mean	Meaning
	5	4	3	2	1		
1. Dormitory regulations	15	44	94	31	16	3.05	Depends
2. Security arrangements	41	68	77	11	3	3.67	Agree
3. Service responsiveness	29	65	82	18	6	3.46	Agree
4. Payment flexibility	32	58	86	16	8	3.45	Agree
5. Other service arrangements	40	73	77	6	4	3.69	Agree
6. Property upkeep	40	56	79	18	7	3.52	Agree
Average score						3.52	

Regarding the dormitory's service factors, the respondents agreed that other services arrangements (3.69), security arrangements (3.67), property upkeep (3.52),

service responsiveness (3.46), and payment flexibility (3.45) were the factors influencing their decision-making in selecting a dormitory.

Table 25. Other Factors

Other Factors	Strongly agree 5	Agree 4	Depends 3	Disagree 2	Strongly disagree 1	Mean	Meaning
1. Roommates	58	70	59	7	6	3.83	Agree
2. Staff advisory service	33	46	93	14	14	3.35	Depends
Average score						3.59	Agree

Regarding the dormitory's other factors; the respondents agreed that roommates (3.83) were the factors influencing their decision-making in selecting a dormitory.

4.4 SATISFACTION WITH PRIVATE DORMITORY SERVICES

This part summarizes the level of the students' satisfaction with the seven elements of services: cleanliness, convenience, comfort and appropriateness, security services, the communications and computer services, the expenses of the dormitory, and general services. The analysis is based on a 5 point rating scale, ranging from "Extremely satisfied" to "Extremely dissatisfied." The criteria and meaning of the scores is presented as follows:

Rating Score	Range of average score	Description
5	4.21-5.00	Extremely satisfied
4	3.41-4.20	Satisfied
3	2.61-3.40	Neutral (Neither satisfied nor dissatisfied)
2	1.81-2.60	Dissatisfied
1	1.00-1.80	Extremely dissatisfied

Table 26. Cleanliness

Cleanliness	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) The room's cleanliness	42	103	48	5	1	3.90	Satisfied
2) The toilet's cleanliness	40	99	54	5	1	3.86	Satisfied
3) The pathways	47	99	48	4	1	3.94	Satisfied
4) The garbage facilities	45	86	43	21	4	3.74	Satisfied
5) The cleaning procedures	48	92	47	10	2	3.87	Satisfied
Average score						3.86	Satisfied

Regarding the aspect of cleanliness, the respondents felt satisfied about the cleanliness of their dormitories in all respects; the pathway (3.94), the room (3.90), the procedures to maintain the cleanliness (3.87), the toilet (3.86), and the garbage receptacles (3.74).

Table 27. Convenience

Convenience	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) Staff's service before lodging	41	93	58	4	3	3.83	Satisfied
2) Staff's service while lodging	40	83	63	9	3	3.75	Satisfied
3) Routine maintenance services	35	73	68	18	5	3.58	Satisfied
4) Convenience when contacting with staff	37	79	61	20	2	3.65	Satisfied
5) Service quality of staff	34	82	64	14	5	3.63	Satisfied
Average score						3.69	Satisfied

In regard to the five factors contributing to the students' satisfaction with the service convenience, the results show that respondents were satisfied with the staff's

service both before (3.83) and after (3.75) their lodging. In addition, the students also felt satisfied with staff contact (3.65), the service quality of staff (3.63), and the routine maintenance (3.58).

Table 28. Comfort and Appropriateness

Comfort/ Appropriateness	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) The comfort of rooms	52	82	60	4	0	3.92	Satisfied
2) The rooms' decoration and surroundings	30	74	81	12	2	3.59	Satisfied
3) The study room	37	68	67	19	8	3.54	Satisfied
4) The dormitory's registration	24	65	93	15	2	3.47	Satisfied
5) The recreation in the dormitory	29	65	60	37	8	3.35	Fair
Average score						3.57	Satisfied

The students were satisfied with the comfort and appropriateness of the dormitories (3.92). In addition, they felt satisfied with the rooms' decoration (3.59), the study room (3.54), and the dormitory's registration (3.47).

Table 29. Security Services

Security Services	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) Guard	46	65	69	14	5	3.67	Satisfied
2) Security regulations	44	73	65	15	2	3.86	Satisfied
3) Closing time	17	52	76	31	23	3.05	Fair
4) Non-resident regulations	26	53	87	21	12	3.30	Fair
5) Non-resident's car parking	23	54	90	21	11	3.29	Fair
6) Security patrols	35	62	85	13	4	3.56	Satisfied
Average score						3.45	Satisfied

Regarding the security services, the students felt satisfied with the security regulations (3.86), the guard (3.67), and the security patrols (3.56). However, most students felt neither satisfied nor dissatisfied with: 1) the regulations regarding non-residents (3.3), the regulations governing the non-resident's cars (3.29), and the closing time (3.05).

Table 30. Communications and Computer Services

Communications/ Computer network	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) Information service	25	71	85	14	4	3.50	Satisfied
2) Newspapers or magazines	32	77	65	20	5	3.56	Satisfied
3) Television service	35	73	69	11	11	3.55	Satisfied
4) Telephone system	30	78	75	6	10	3.56	Satisfied
5) Computer network	37	67	65	19	11	3.50	Satisfied
Average score						3.53	Satisfied

Regarding the aspect of the communications and computer services, the students felt satisfied with the dormitory's services in all respects: the telephone system (3.56), the newspapers and magazines (3.56), the television service (3.55), the computer network and information services (3.50).

Table 31. Dormitory Expenses

Dormitory expenses	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) Rental fee	35	73	71	15	5	3.59	Satisfied
2) Rates of facility expenses	33	65	78	19	4	3.52	Satisfied
3) Transportation expenses	43	76	73	6	1	3.77	Satisfied
Average score						3.63	Satisfied

Regarding the dormitory's expenses, the students felt satisfied about all three aspects: the transportation expenses (3.77), the rental fee (3.59), and the facility rates (3.52).

Table 32. General Services

General Services	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely dissatisfied	Mean	Meaning
	5	4	3	2	1		
1) The energy saving campaign	26	77	88	5	3	3.59	Satisfied
2) Noise level at dormitory	29	76	76	12	6	3.55	Satisfied
3) The parking lot	31	67	67	25	9	3.43	Satisfied
4) Other services / facilities	26	57	92	20	4	3.41	Satisfied
5) Rules and regulations	16	44	113	16	9	3.21	Fair
Average						3.44	Satisfied

Regarding the general services, the students feel satisfied about four aspects: the energy saving campaign (3.59), the dormitory's noise level (3.55), the parking lot (3.43), and the other services/facilities (3.41). However, the students felt neither satisfied nor dissatisfied with the rules and regulations (3.21).

4.5 PROBLEMS/INCONVENIENCES THAT RESPONDENTS FACED

This section consists of opened-ended questions designed to find out the problems or any inconvenience that students faced while they were living in the dormitory. The findings are as follows:

1. Privacy - 47.5 % (95 persons) of the respondents had problems with disturbances. In addition they said that they felt a lack of privacy while living in the dormitory and that the surrounding dormitories were often too noisy.

2. The parking lot – 38.5% (77 students) of respondents complained about the inadequacy of the parking lot.

3. Prices – 25% (50 students) of the respondents mentioned the price. They said that the rental fee and facilities expenses were too high.

4. Pollution - 16% (32 students) of the respondents stated that they encountered high level of dust from buildings under construction nearby.

5. The security system – 16 % (32 persons) of the respondents complained about the inadequate security service.

6. Other services - Some respondents had problems with uncleanliness at the dormitory and an insufficient number of garbage bins. Some students mentioned the bad experiences regarding bad temperament of the owners or dormitory personnel. Lastly, some students complained about the failure of Internet system in the dormitory.

In addition, students also shared about reasons why they chose these dormitories by ranking the factors influencing their decision. The result shows that the most important reason for selecting a dormitory was the transportation convenience. The respondents (especially females) also indicated that the separate dormitories for males and females and safety were also important factors. The least important factor for their decision-making was the regulations of the dormitory.

4.6 SUGGESTIONS/COMMENTS FROM RESPONDENTS

The following are the suggestions and comments that students shared about the dormitory services. Some students felt that they would be willing to pay a high price for services only if they got better service. They suggested that the rental fee and facilities rate should not increase. In addition, a parking lot should be provided for all types of vehicles; for example, personal cars and motorcycles. Lastly, the students desired that the dormitory staff swiftly solve problems, especially with the Internet network, because it is important for their learning process.

The findings of this study will be summarized and discussed in the next chapter.