Assessment Of The Service Quality Of The Lecture Hall, National Economics University, Hanoi – Framework And Relevant Regulations For Designing, Constructing Universities

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Abstract

The purpose of this study focuses on studying the service quality of the lecture hall, which is assessed through the lecture service department itself, National Economics University Hanoi.

By using description, qualitative analysis including synthesis and inductive methods, this study finds out that TCVN 3981:1985 on Universities - Design standards requires: the entire premises of a university must be fully researched and designed, and well settled on the relationship between immediate construction and future development, permanent construction works with temporary ones, especially is for learning, scientific research and practice workshops.

Keywords: service quality, regulations, building, universities, lecture hall
JEL: A20, A22, A23

1. Introduction
The objectives of the study:
• The topic focuses on studying the service quality of the lecture hall, which is assessed through the lecture service department itself and the direct beneficiaries of the service including lecturers and students. members/students of the training system. Research questions:

**Question 1:** What are results of Assessment of The service quality of the lecture hall, National Economics University, Hanoi?

**Question 2:** What are Framework and Relevant regulations for designing, constructing universities?

Next, Parasuraman et al (1985) argue that service quality is a function of the five gap model. The five-difference model is a general, theoretical model of service quality. To be practical, Parasuraman has tried to build a scale used to assess quality in the service sector. According to him, any quality service is perceived by customers based on the following 10 components: 1. Reliability; 2. Responsiveness; 3. Competence; 4. Access refers to creating all favorable conditions; 5. Courtesy; 6. Information (communication); 7. Credibility; 8. Security; 9. Understanding the customer; 10. Tangibles

The first gap occurs when there is a difference between customer expectations about service quality and service managers' perception of customer expectations. The basic point of this difference is that the service company does not fully understand what characteristics make up the quality of their services as well as how to deliver them to customers to satisfy their needs.

The second gap arises when the service company has difficulty in translating its perception of customer expectations into characteristics of quality. In many cases, a company can be aware of customer expectations, but it is not always possible to convert these expectations into specific quality criteria and deliver them in line with expectations to customers. service quality characteristics. The main cause of this problem is the expertise of the service staff as well as too much fluctuation in service demand. There are times when the demand for the service is so high that the company cannot meet it in time.

A third gap occurs when service personnel fail to deliver services to customers according to defined criteria. In service, employees have direct contact with customers, playing an important role in the process of creating quality. However, employees are not always able to complete the task according to the set criteria. Advertising media and information also affect customers' expectations about service quality. Promises in promotional programs can increase customer expectations but will also reduce the quality customers perceive when they are not delivered on what was promised. This is the fourth distance.

The fifth gap occurs when there is a difference between the quality and expectations by the customer and the quality they perceive. Service quality depends on this fifth gap. Once the customer realizes that there is no difference between the quality they expect and the quality they perceive when consuming a service, the quality of the service is considered to be perfect.
2. Methodology
Authors use both qualitative and quantitative research methods. Specifically, conducting in-depth interviews with a number of managers directly and indirectly related to the Lecturer Service Department to determine the constitutive factors and factors affecting the service quality of the teaching department. On the basis of that in-depth interview, complete the model, build a questionnaire to survey and collect data for quantitative analysis.

Questionnaire survey: The project plans to collect primary data through survey questionnaires. Then this study also uses observations and dialectical methods.

3. Main findings

3.1. Background
Recently, the central building of the National Economics University was put into operation, attracting students. Called the "building of the century" built in the style of modern French architecture, creating a new and unique environment for students to study.

Figure 1- NEU building

![NEU building](source: internet)

Figure 2 – Constructing new building for students NEU
3.2. Relevant regulations in designing, constructing universities

TCVN 3981:1985 on Universities - Design standards with the following provisions:

2.9. The entire premises of a university must be fully researched and designed, and well settled on the relationship between immediate construction and future development, permanent construction works with temporary ones, especially is for learning, scientific research and practice workshops.

Request for design of houses and buildings

Learning House

3.1. The university houses allow designs with a height of no more than 5 stories. The special case must be approved in the technical justification.

3.2. The area of the room types is calculated according to the provisions of this chapter, depending on the function of each room and the number of students. The composition of the rooms of the school is specified in the technical and economic argument.

3.3. The number and area of classrooms, lecture halls, laboratories, practice and production workshops, etc. are calculated using 2 shifts in a day, calculated according to the uniform shift.

3.4. The height of the floors (on the expensive side) of the university is regulated in accordance with the function of the rooms and the requirements of technical equipment.

a. Classrooms, technical drawing rooms, design rooms, lecture halls with less than 75 seats, working rooms... take 3.3m and 3.6m.

In the lecture halls, it is not allowed to design entrances, stairs and steps up and down, obstructing the views to the blackboard.
In the absence of a working desk, the floor in front of the blackboard can be raised more than 0.35m above the floor of the first row, the width of the raised floor in front of the blackboard is at least 1.5m, and the height of the floor in front of the blackboard is at least 1.5m. Clearance of the aisle between the raised floor and the front row is at least 2.1m. In the case of an operating table, the table surface from the blackboard to the second row of seats should not be sloped.

Figure 3 – Students Life corners at Neu Hanoi

3.3 Assessment of The service quality of the lecture hall, National Economics University, Hanoi

First, Organizational structure of the Device Administration Department

Tasks of the teams.

- Office group - equipment:
  + Follow up the drafting of relevant documents
  + Carrying out the activities of purchasing property and equipment
  + Manage and track assets and equipment
  + Monitor the use of assets and equipment

Supply, transfer and recovery of assets and equipment

- Construction team.
  + Repairing construction works in school
  + Manage inspection and supervision of construction and repair works
  + Monitor and manage household registration and land use
  + Monitor and manage the care of trees on campus

- Electricity - Refrigeration Team
  + Ensure the proper and effective management and use of electricity
  + Carrying out repair of electrical - refrigeration problems

- Water team
  + Implement adequate water supply timely
  Carry out corrective actions for water supply and drainage problems
+ Ensure efficient operation of water pumping equipment
+ Track water use for the right purpose and save it
  ● Lecture Team
  - Serve drinking water to teachers at the beginning of the lesson and break between classes
  - Repairing electricity, water, teaching aids at the lecture hall
  - Transmit and receive teaching aids for teachers and learners
  - Receive and resolve complaints from teachers and students.
  - Open lecture halls when there is a class and lock the door when there is no class
  - Report incidents at the lecture hall to the leader of the department or the relevant service team leaders (water team, electric team, construction team)
  - Cleaning classrooms and public areas at the lecture hall
  - Manage the use of the lecture hall and maintain the equipment used in the lecture hall;
  - Ensure safety and security in the lecture area
  - And other quests...
* Public sanitation department

Daily cleaning work:
- Cleaning the ceramic floor in the hallway and Marble steps
- Use a dry push to clean the floor in the lobby (2 times / day or more if necessary)
- Clean the lobby lounge chair with a damp rag.
- Sweep up trash and leaves in the yard around the house 9.
- Clean the stairs at all areas under the Contract: Sweep away garbage and dust, then use a wet mop and necessary tools and chemicals to clean the floor of the stairs in all areas. Use a damp rag to clean the wooden stair handrails.
- Cleaning toilets:
  + Clean the equipment in the toilet: Mirrors, sinks, exhaust fans, hangers, toilets, windows, glass shutters.
  + Clean the floor, ceramic stone wall in the toilet.
- Change the paper in the toilet
- Dispose of garbage in the designated place.

Weekly work:
- Wipe the outside of the doors and windows along the corridor.
- Clean electrical switches, technical boxes, fire extinguishers along the corridor.
- Overall cleaning of toilets: thoroughly re-clean all sanitary equipment, stone wall, wall partition.

Monthly job
- Scan cobwebs on the ceiling along the corridors of the floors and in charge areas.
- Wipe glass doors, wooden frames between corridors.
- Clean the painted iron frame outside the railing, fire extinguisher along the corridor.

Second, Based on the results of the survey data, different subjects have different views on the criteria for evaluating service quality. Staff, teachers, and students value responsiveness and empathy, while classroom staff are more concerned with reliability and reassurance.
Evaluation of lecture staff according to the criterion of Reliability
Lecturer service staff believe that they have served properly and ensured the time prescribed by the University, while lecturers and students do not agree with that opinion.

4. Discussion and conclusion
In above section we present case at NEU University Hanoi Vietnam and Evaluation of the service quality of the lecture department at the National Economics University

- Determining the factors affecting the service quality of the Lecture Department, National Economics University
- Evaluation of the service quality of the Lecture Department, National Economics University, using the service quality gap model of Parasuraman (1985).
- Proposing a number of measures to improve the service quality of the Lecture Department, National Economics University to meet the needs of improving teaching quality and meeting the needs of learners.

Neu University Hanoi is striving to become a modern university with full facilities and advanced equipment, environment for basic training and research up to regional standards with qualified lecture system, system modern library system and a system of high quality services.

Some solutions to improve the service quality of the lecture department at National Economics University

Improve the quality of the teaching staff

- Develop a reasonable monitoring, evaluation and reward mechanism to motivate people to work hard;
- Each faculty member on duty has a job description with clear responsibilities, rights and obligations;
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