

DISCUSSING CUSTOMER SERVICE BASED-SOLUTIONS FOR BETTER LECTURE HALL SERVICE AT COLLEGES/UNIVERSITIES AND EXPERIENCES FROM OTHER COUNTRIES

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ABSTRACT

In recent years, teachers and students pay a lot of attention to improving quality of lecture hall service at schools/colleges/universities. Gronroos *in 1984* also suggested two components of service quality, namely (1) technical quality, which is what the customer receives, and (2) functional quality, which interprets the service provided. how level. Meanwhile, Parasuraman *and coworkers in 1988* defines service quality as "the degree of difference between consumers' expectations of a service and their perception of the service's outcome". 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 in training system. Study findings show that design of lecture hall such as theaters or in different sizes with creativity may encourage interactive learning environment (better). Lst but not least, we need to pay attention to evaluation criteria by teachers and students for reliability, assurance, and tangibles. According to findings, We see from a case of NEU Hanoi Vietnam that: About assessing the importance of each criterion to evaluate the service quality of the lecture department. Lecturers have arranged the criteria in the order of Reliability - Assurance - Responsiveness - Empathy - Tangibility, while staff, teachers and students are interested in the criterion of Reliability. Responsiveness - Empathy - Reliability - Assurance - Tangibility.

Keywords: quality, lecture hall service, staff, colleges/universities.