

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

Nguyen Anh Thu, PhD¹, Nguyen Trong Diep, LLD (corresponding)², Nguyen Trong Diep, LLD (corresponding)², Dinh Tran Ngoc Huy, MBA (corresponding)³, Nguyen Thu Thuy, PhD (corresponding)⁴, Nguyen Dinh Trung, PhD (corresponding)⁵, Ly Thi Hue, PhD⁶

¹School of Law, Vietnam National University, Hanoi.

²School of Law, Vietnam National University, Hanoi.

³Banking University HCM city Vietnam – GSIM, International University of Japan, Niigata, Japan.

⁴Thai Nguyen University of Economics and Business Administration, Thai Nguyen Vietnam.

⁵National Economics University, Hanoi Vietnam.

⁶National Academy of Public Administration, Vietnam.

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 staff¹⁰ 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



(source: internet)

Figure 2 – Constructing new building for students NEU



(source: internet)

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



(source: internet)

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.

Figure 2- Assessment of service quality of the subjects



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;

Acknowledgement

Thank you editors, friends to assist this publishing

Conflicts of interest

There is no conflict of interest

REFERENCES

1. D Thi Ngu, DT Huong, DTN Huy, PT Thanh, ES Dongul. (2021). [Language teaching application to English students at master's grade levels on history and macroeconomic-banking management courses in universities and colleges](#), Journal of Language and Linguistic Studies 17 (3), [1457]-1468
2. Do Thu Huong, Dinh Tran Ngoc Huy, Nguyen Thi Hang ,Pham Thi Huyen Trang ,Duong Thi Ngu. (2021). Discussion on Case Teaching Method in a Risk Management Case Study with Econometric Model at Vietnam Listed Banks – Issues Of Economic Education for Students, REview of International Geographical Education, 11(5).
3. Dat, P.M., Mau, N.D., Loan, B.T.T., & Huy, D.T.N. (2020). Comparative China Corproate Goevrnance Standards After Financial Crisis, Corporate Scandals and Manipulation, [Journal of Security and Sustainability Issues](#), 9(3). DOI:10.9770/jssi.2020.9.3(18)
4. DTN Huy. (2015). [THE CRITICAL ANALYSIS OF LIMITED SOUTH ASIAN CORPORATE GOVERNANCE STANDARDS AFTER FINANCIAL CRISIS](#),
5. International Journal for Quality Research 9 (4)
6. DT Tinh, NT Thuy, DT Ngoc Huy. (2021). [Doing Business Research and Teaching Methodology for Undergraduate, Postgraduate and Doctoral Students-Case in Various Markets Including Vietnam](#), Elementary education Online 20 (1)
7. DVT Thuy, DTN Huy, VTK Anh, NN Thach, HT Hanh. (2021). Quality of education of ethnic minority communities in vietnam-problems and recommendations, Elementary Education Online, 20 (4)
8. Do Thu Huong, Dinh Tran Ngoc Huy, Nguyen Thi Hang ,Pham Thi Huyen Trang ,Duong Thi Ngu. (2021). Discussion on Case Teaching Method in a Risk Management Case Study with Econometric Model at Vietnam Listed Banks – Issues Of Economic Education for Students, Review of International Geographical Education, 11(5).
9. DTN Huy. (2015). [The critical analysis of limited south asian corporate governance standards after financial crisis](#), International Journal for Quality Research 9 (4),
10. DTN Huy, DTN Hien. (2010). [The backbone of European corporate governance standards after financial crisis, corporate scandals and manipulation](#), Economic and

business review 12 (4)

11. D Thi Ngu, DT Huong, DTN Huy, PT Thanh, ES Dongul. (2021). [Language teaching application to English students at master's grade levels on history and macroeconomic-banking management courses in universities and colleges](#), Journal of Language and Linguistic Studies 17 (3)
12. Huy, D.T.N., & Hien, D.T.N. (2010). The backbone of European corporate governance standards after financial crisis, corporate scandals and manipulation, Economic and Business Review, 12(4).
13. HOANG, N.T. et al. (2021). Determining factors for educating students for choosing to work for foreign units: Absence of self-efficacy , Journal for teachers, educators and trainers, 2021, 12 (2), p. 11-19. Available at:
14. <https://jett.labosfor.com/index.php/jett/article/view/531> . Access: July 28, 2021.
15. Hang, T.T.B., Nhung, D.T.H., Nhung, D.H., Huy, D.T.N., Hung, N.M., & Dat, P.M.
16. (2020). Where Beta is Going - Case of Vietnam Hotel, Airlines and Tourism Company Groups After The Low Inflation Period, Entrepreneurship and Sustainability Issues, 7(3).[http://doi.org/10.9770/jesi.2020.7.3\(55\)](http://doi.org/10.9770/jesi.2020.7.3(55))
17. Hang, N.T., Tinh, D.T., Huy, D.T.N., & Nhung, P.T.H. (2021). Educating and training labor force Under Covid 19; Impacts to Meet Market Demand in Vietnam during Globalization and Integration Era, Journal for Educators, Teachers and Trainers, 12(1): 179-184. DOI: 10.47750/jett.2021.12.01.023
18. Hai, N.T et al. (2021). EDUCATIONAL PERSPECTIVES ON DIFFERENCES BETWEEN MANAGEMENT CASE STUDY AND ECONOMIC & FINANCE CASE STUDY TEACHING IN UNIVERSITIES, Design engineering, Issue 7
19. Huong, L.T.T., Huong, D.T., Huy, D.T.N., & Thuy, N.T. (2021). Education for students to enhance research skills and meet demand from workplace-case in vietnam , Elementary education online, 20(4).
20. Hoa, N.T et al. (2021). ANALYSIS OF CASE TEACHING METHOD IN UNIVERSITIES - AN ECONOMIC CASE STUDY IN PYROLYSIS PROJECT, design engineering, Issue 7
21. Nguyen Duy Hanh. (2015). Ho Chi Minh's thought on journalistic culture. Retrieved from: <https://tapchitaichinh.vn/nghien-cuu--trao-doi/trao-doi-binh-luan/tu-tuong-ho-chi-minh-ve-van-hoa-bao-chi-98745.html>
22. Minh, N.D. (2018). HO CHI MINH CITY'S THOUGHT ON Ethics of Journalists AND NEED TO USE IN Ethical Career EDUCATION ACTIVITIES CAREERS FOR CURRENT VIETNAMESE STUDENTS, Education Journal, 432.
23. Muhammad et al. (2014). Academic Buildings and Their Influence on Students'

Wellbeing in Higher Education Institutions, [Social Indicators Research](#) 115(3).
DOI:[10.1007/s11205-013-0262-6](https://doi.org/10.1007/s11205-013-0262-6)

24. NT Hang, DTN Huy, DT Tinh, DT Huyen. (2021). Educating Students in History and Geography Subjects through Visiting Historical Sites to Develop Local Economy and Community Tourism Services in Thai Nguyen and Ha Giang, *Revista geintec-gestao Inovacao E Tecnologias* 11 (3), 1-12
25. NT Hoa, DTN Huy, T Van Trung. (2021). Implementation of students scientific research policy at universal education institutions in Vietnam in today situation and solutions , *Review of International Geographical Education Online* 11 (10), 73-80
26. Nguyen Dinh Trung , Le Huong Hoa , Bui Thi Thu, Dinh Tran Ngoc Huy, Le Ngoc Nuong (2021). USING ENGLISH TO TEACH STUDENTS WITH SOCIAL SCIENCES MAJOR - VIA A CASE OF SOME VIETNAM NEWSPAPERS WITH THE UK, ITALIAN AND FRENCH APPROACHES and REGULATIONS ON PUBLISHING FAKE NEWS AND INTERNET CRIME, *Journal of Language and Linguistic Studies*, 17(3), 1711-1725
27. NT Hai, DTN Huy, NT Hoa, TD Thang. (2021). EDUCATIONAL PERSPECTIVES ON DIFFERENCES BETWEEN MANAGEMENT CASE STUDY AND ECONOMIC & FINANCE CASE STUDY TEACHING IN UNIVERSITIES , *Design Engineering*, 12022-12034
28. ND Trung, DTN Huy, TH Le, DT Huong, NT Hoa. (2021). ICT, AI, IOTs and technology applications in education-A case with accelerometer and internet learner gender prediction , *Advances in Mechanics* 9 (3), 1288-1296
29. Ogawa, E., & Luo. (2022). Macroeconomic effects of global policy and financial risks, *Intl J of Fin.Economics*, 2. <https://doi.org/10.1002/ijfe.2681>
30. PTH Trang, DTN Huy, NT Hoa, DT Huong, DT Ngu. (2021). Analysis of VI Lenin and Ho Chi Minh Views on the Youth Education Process , *Review of International Geographical Education Online* 11 (5), 4552-4559
31. PN Tram, DT Ngoc Huy. (2021). Educational, Political and Socio-Economic Development of Vietnam Based on Ho Chi Minh's Ideology, *Elementary Education Online* 20 (1)
32. PN Tram, DT Ngoc Huy. (2021). Educational, Political and Socio-Economic Development of Vietnam Based on Ho Chi Minh's Ideology, *Elementary Education Online* 20 (1)
33. Sapri, M., Kaka, A., & Finch, E. (2009). Factors influencing students' satisfaction with regard to higher
34. education facilities services. *Malaysian Journal of Real Estate*, 4(1), 34–51
35. Sapri, M et al. (2009). Factors influencing students satisfaction with regard to higher education facilities services, *Malaysian J of real estate*, 4(1).

36. TTH Ha, NB Khoa, DTN Huy, VK Nhan, DH Nhung, PT Anh, PK Duy. (2019). [Modern corporate governance standards and role of auditing-cases in some Western european countries after financial crisis, corporate scandals and manipulation](#), International Journal of Entrepreneurship 23 (1S)
37. Thi Hoa, N., Hang, N. T., Giang, N. T., & Huy, D. T. N. (2021). Human resource for schools of politics and for international relation during globalization and EVFTA. Elementary education Online, 20(4)
38. TTB Hang, DTH Nhung, DTN Huy, NM Hung, MD Pham. (2020). [Where Beta is going—case of Viet Nam hotel, airlines and tourism company groups after the low inflation period](#), Entrepreneurship and Sustainability Issues 7 (3),
39. UNESCO (2009). Student affairs and services in higher education: global foundations, issues and best practices. Paris: UNESCO.
40. Phuong, N., Huy, D., and Tuan, D. (2020). The Evaluation of Impacts of a Seven Factor Model on NVB Stock Price in Commercial Banking Industry in Vietnam - And Roles of Disclosure of Accounting Policy in Risk Management, International Journal of Entrepreneurship, 24 (1).
41. TDT Vu, DTN Huy, NTH Trang, NN Thach. (2021). Human Education And Educational Issues For Society And Economy-Case In Emerging Markets Including Vietnam, Elementary Education Online, 20 (2)
42. Tran Thi Minh Chau (2021), Criticizing wrong thoughts on land ownership regime in Vietnam, Communist Review.
43. The National Assembly of the Democratic Republic of Vietnam. 1953. Land Reform Law of 1953. http://moj.gov.vn/vbpq/lists/vn%20bn%20php%20ut/view_detail.aspx?itemid=1106. Last accessed 3 October 2017.
44. Vu Van Chung, DTN Huy, DT Ngu. (2021). Eastern Philosophical Theories and MarxismLenin Philosophies in Viet Nam Society and Education, Review of International Geographical Education Online 11 (8), 1586-1591
45. Vu Quynh Nam, Dinh Tran Ngoc Huy, Nguyen Thu Thuy, Nguyen Thi Hang, Nguyen Thi Hoa. (2021). Historical Sites and Architectures in Thai Nguyen City and Ha Giang Province in Vietnam - Sources for Tourism Development, International Journal of Contemporary Architecture-The New Arch, 8(2)
46. Van Tuan, P., Huy, D. T. N., & Duy, P. K. (2021). Impacts of Competitor Selection Strategy on Firm Risk-Case in Vietnam Investment and Finance Industry. Revista Geintec-Gestao Inovacao E Tecnologias, 11(3), 127-135.
47. VQ Nam, DTN Huy, NT Hang, TH Le, NTP Thanh. (2021). [Internet of Things \(IoTs\) Effects and Building Effective Management Information System \(MIS\) in Vietnam Enterprises and Human-Computer Interaction Issues in Industry 4.0](#), Webology, 18
48. VQ Nam, DT NGOC HUY. (2021). [Solutions to Promote Startup for the Youth in Minority and Mountainous Region of Thai Nguyen Province-Vietnam](#), Journal of Contemporary Issues in Business and Government 27 (3), 2113-2118
49. VQ Nam, DTN Huy, NT Dung. (2021). [Suggested Risk Policies from Comparison of 2 Groups of Vietnam Banks-Previous SOE Banks and Private Banks During Post-Low](#)

Inflation Period 2015-2020, REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS 11 (2), 531-546

50. VQ Nam, DT Tinh, DTN Huy, TH Le, LTT Huong. (2021). Internet of Things (IoT), Artificial Intelligence (AI) Applications for Various Sectors in Emerging Markets-and Risk Management Information System (RMIS) Issues, Design Engineering, 609-618