

Community Home Support Quality of Elderly Care Service Based on SERVQUAL Model in the New Asia Sport Community, Guandu District, Yun Nan Province, China^{*}

Luan Hu, Non Naprathansuk, Bongkochmas Ekiem and Pit Jitpakdee
School of Administrative Studies, Maejo University, Thailand
Corresponding Author, E-mail: nonnaprathansuk@hotmail.com

Abstract

The purposes of this research were; 1) to study the elderly home care support services management pattern of the New Asia Sport Community, 2) to study the level and the factors affecting the elderly home care support service quality of the New Asia Sport Community, 3) to reconstruct the SERVQUAL Model to support the elderly care service quality of the New Asia Sport Community. This study mainly utilizes two theories, including service quality and SERVQUAL model. This research adopts a quantitative method to investigate the community home care service in the New Asia Sport Community, the data is mainly secondary data from the government website and other scholars' studies. Primary data comes from the results of the questionnaire survey and interviews. According to the Taro Yamane formula to calculate the sample size of 260, through random sampling questionnaires, the data analysis with social statistical methods, to clone the Cronbach model to verify the reliability of the data collection, then use the mean, mode, median to determine the service quality in the New Asian Sport community, finally reconstructing the SERVQUAL model to support the elderly care service quality of the New Asia Sport Community.

The results revealed that: it was found that 94.5% of the elderly preferred to live in their familiar place, and the New Asia Sport community home care service had a high level of satisfaction with reliability, responsiveness, and safety based on the SERVQUAL

^{*}ได้รับบทความ: 20 กุมภาพันธ์ 2567; แก้ไขบทความ: 24 ธันวาคม 2567; ตอรับตีพิมพ์: 28 ธันวาคม 2567

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model questionnaire. Through data analysis, it was found that the five dimensions in the SERVQUAL model have different degrees of influence on the community home care service quality of the New Asia Sport community. However, the recommendation given to the community is that the quality of home care services in this community should be improved mainly in terms of tangibility and empathy.

Keywords: Service Quality; SERVQUAL Model; Community home care; The New Asia Sport Community

1. Introduction

With the ageing of the population, the traditional model of old-age care is unable to effectively meet the needs of the elderly. In the 14th Five-Year Plan, China has re-emphasized that it will "improve the basic elderly service system, develop universal elderly care services and mutual aid services, support families in assuming the function of providing for the elderly, cultivate new forms of elderly care, and build an elderly care service system that is coordinated with home-based communities and institutions, and that combines medical care and recreational care". This builds a new blueprint for the elderly to enjoy a secure old age, improve their quality of life, and promote social development and stability.

Community home care services take the family as the core, the community as the backbone, and specialized service

institutions as the carrier, with government-purchased services, social participation, and NGO entities as the basic mode of operation, and adopt service modes such as door-to-door, day care, or neighbourhood mutual assistance, to provide ageing-in-place elderly groups with socialized services such as life-care, medical care, and psychological solace. Article 5th emphasizes the importance of ageing community home care on the Elderly Regulations Protection of Rights and Interests, stating that the State should establish a multi-level social security system for the elderly and that it is all the more important to gradually raise the level of old-age security for the elderly.

This study selected the New Asia Sport community as the object of study because this community covers an area of 2.6 square kilometers, with 8 residential districts, 11,930 households, and a resident population of 47,720, which is typical of a



large community and has a certain degree of representativeness. In 2021, the community has a total population of 540 elderly people over 60 years old, and by 2023 there will be 679 elderly people over 60 years old. In addition to this, the researcher also lives in the community, knows the community better, and usually volunteers in the community, so this study starts with the community's elderly over 60 years old to analyze the elderly's preferred elderly management mode and the relationship between that mode and service quality. By summarizing the research of previous scholars and analyzing the data from the questionnaire, the SERVQUAL model was finally reshaped in the community home care service of New Asia Sports City.

2. Research Objectives

1. To study the elderly home care support services management pattern of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.

2. To study the level and the factors affecting the elderly home care support service quality of the New Asia Sport Community in Guandu District,

Kunming City. Yunnan Province China.

3. To reconstruct the SERVQUAL Model to support the elderly care service quality of the New Asia Sport Community in Guandu District, Kunming City, Yunnan Province China.

3. Methods

This study use quantitative research methods. Through a research review of community home care to determine the elderly care model preferred by the elderly in the New Asia Sport community, it was determined the level and impact of home care service through a research review of the SERVQUAL model. Factors, through a research review on service quality, determine a service model suitable for the community. A random sample survey was conducted among elderly people over 60 years old living in New Asia Sport community. Using the Taro Yamane formula, the sample size was determined to be 260. The questionnaire was designed using a five-point Likert scale. In the questionnaire, there are 5 levels, strongly satisfied, satisfied, neutral, dissatisfied and Strongly dissatisfied, with scores of 5, 4, 3, 2 and 1 respectively.



4. Results

The researcher first validated the

reliability of data collection and the results

are shown in Table 1

Table 1 Cronbach's alpha of the questionnaire

Reliability dimension	Reliability Coefficient	Item count
Tangibility	.933	6
Reliability	.931	4
Responsiveness	.917	3
Security	.847	5
Empathy	.762	6
Technical quality	.846	4
Functional quality	.956	4
Total	.986	32

As can be seen from Table 1, a total of 32 questions in the scale were tested for reliability using the Cronbach model. The Cronbach coefficient is 0.933 for tangibility, 0.931 for reliability, 0.917 for responsiveness, and 0.847 for safety, empathy is 0.762, technical quality is 0.846, functional quality is 0.956, and the reliability is all greater than 0.6, indicating that this data collection is reliable.

The following conclusions were drawn from the analysis of the research data:

1. A total of 261 elderly people were interviewed this time. Through survey data analysis, it was found that only 5.4%

of the respondents live in nursing homes, and 94.5% of the elderly prefer to live in their familiar environment, which shows that the New Asia Sports Community The management model preferred by the elderly is mainly to live alone in a familiar environment as much as possible.

2. Based on the SERVQUAL model, the New Asia Sport community home care services have high satisfaction with reliability, responsiveness and safety. In this part, through data analysis, it is found that the five dimensions in the SERVQUAL model have a certain impact on the quality of home care services in New Asia Sport Community.



Table 2 Descriptive statistics

Tangibility Dimensions	Mean	Median	Mode
1. The basic public service facilities in the community are fully equipped and can be repaired in time	3.71	4.0	3
2. The community environment is beautiful, tidy and hygienic	3.81	4.0	4
3. The community provides basic medical care	3.52	3.0	3
4. The community can meet the daily living support of the elderly	3.55	3.0	3
5. Communication between the community and the elderly is smooth	3.62	4.0	3
6. The Community staff dress appropriately, behave elegantly and civilized	3.83	4.0	4
Reliability Dimensions			
7. The community collects information on the elderly in a timely manner	3.70	4.0	4
8. The community can complete the required services within the promised time	3.64	4.0	3
9. The Community advocacy of relevant laws or valuable information	3.69	4.0	3
10. The Community staff handle complaints and dissatisfaction reasonably	3.62	4.0	3
Responsiveness Dimensions			
11. Timely delivery of community-related information	3.72	4.0	4
12. Active service, timely feedback	3.62	4.0	4
13. communicate patiently	3.77	4.0	4
Security Dimensions			
14. safe and secure	3.78	4.00	4



Security Dimensions	Mean	Median	Mode
15. Community public safety is publicized	3.80	4.00	4
16. The election process is fair and reasonable, and the results are fair	3.71	4.00	4
17. Service personnel with strong professional skills	3.69	4.00	3
Easy access to services for the elderly	3.62	4.00	3
18. The community can meet the daily living support of the elderly	3.55	3.0	3
Empathy Dimensions			
19. Provide family relations coordination and other support services	3.61	4.00	3
20. When the elderly encounter difficulties, the staff can take effective measures to solve them and provide timely care.	3.43	4.00	3
21. Physical examination at home for the elderly with limited mobility	3.45	4.00	3
22. provide medical assistance to the elderly	3.46	3.00	3
23. Public service facilities are within a reasonable distance from where you live	3.48	3.00	3
24. Provide personalized services according to the actual needs of the elderly	3.44	3.00	3

According to Table 2, the proportion of those who chose satisfied and very satisfied in the three dimensions of reliability, responsiveness, and safety are all higher than 54%, and the median is 4, which indicates that the New Asia Sport Community

satisfies the elderly in these services; whereas, the median in tangibility and empathy is mostly 3, which indicates that the number of people who recognize these two services is not more, and the quality of the home care services in the New Asia



Sport community should be improved mainly in the two aspects of tangibility and empathy.

It is hoped to add canteens for the elderly so that the elderly have more "eating" choices; increase activity places for the elderly, such as opening elderly activity centers and universities for the elderly, should increase the number of places where the elderly can rest, especially tables and chairs under the shade of trees. From the perspective of the perception of the service process, what the elderly value is that more people and organizations can join the community home care service and be able to provide more care and help to the elderly and satisfy them. Individual needs of the elderly.

5. Discussion

In order to deal with a series of problems caused by the deepening of aging, it is the only way to improve the basic elderly care service system, develop inclusive and mutual-help elderly care services, and build an elderly care service system that coordinates home and community institutions and combines medical and nursing care. The SERVQUAL model helps researchers analyze the expected value and perceived value of

service quality from five dimensions, while the two levels of service quality answer the question of the quality of New Asia Sports City community home care services from the perception of the final service output and the service receiving process. Thus, this research can be completed.

Sun, Wang, & Li, (2021, pp. 114-123) suggested in his study that as offspring become busier and busier with their work, the elderly will help their offspring to take care of their grandchildren, but the higher the intensity of caregiving, the greater the negative impact on the elderly's life in their later years. Community-based home care can effectively weaken the negative impact of care intensity on the lives of the elderly, especially the disabled elderly. In this study, the results also show that the proportion of elderly people living with their children and living alone is the highest, indicating that the most suitable elderly care mode is community home support in the New Asia Sport Community. The researcher agree with this view. Allowing older people to remain in their familiar neighbourhoods for an enjoyable old age is the best outcome.

Beth (2022, pp. e1212-e1219) proposed considerations for involving care partners when initiating, delivering and



following the program were generated; namely, providing older adults' choices while screening for the program, defining roles and sharing information in a collaborative manner and reinforcing knowledge and skills training. This was verified in this study, and the researcher also concluded that the smoothness of communication in community-based home care services is an important means of ensuring the quality of services.

This is consistent with the research of Nilkaw, Panyaweeratrat and Munmee (2023, pp. 70-84) Study the subject Effectiveness of Elderly Welfare Management of Pa Daet Subdistrict Municipality Mueang Chiang Mai District, Chiang Mai Province, The results of the study found that; It was found that the effectiveness of elderly welfare management according to the theoretical concepts of Gibson and Others in all 5 areas, namely, quantity and quality of production, efficiency, satisfaction, adaptability, development and living. survive Results of each study Overall, it is at the highest level.

Yao (2018, pp. 9-10) fired in her study: although institutions can give professional care to the elderly, the cost of institutional care may be unbearable to the elderly. Through this research, the

percentage of elderly people with an income of more than 1,000 yuan reaches 83.2%, and the government of Yunnan Province issued a minimum living standard of 738 yuan per person per month in 2023, which shows that elderly people are able to pay for this expense. The researcher disagree with such a viewpoint, because older people can afford to live in a nursing home, but they prefer to live in familiar surroundings.

Cleland, Hutchinson, & McBain (2021, pp. 555-565) identified important factors for older people receiving community-based aged care services to experience a good quality of life including independence, social connectedness, emotional well-being, mobility and activity. But these dimensions are predicated on humanistic life support and personalized services. Although in this study, the proportion of elderly people who are satisfied and very satisfied with the professionalism of service professionals reached 55.1%, this is only reflected in terms of simple medical assistance, meal assistance, service staff communication, and clothing, to provide more and better-personalized services, it is still necessary to improve the professional skills and professional knowledge of service



staff. The researcher partially agree with this view. In this case, with the continuous improvement of people's living standards, the elderly are no longer satisfied with simple meal assistance, medical assistance, etc. They hope to receive more and better personalized services in their familiar environment, such as family doctors, home health care, etc. items should be mentioned. Also, personalized service is inseparable from the professionalism of service personnel.

Laowang and Charoentrakulpeeti (2022, pp. 33-45) The Happiness factor of the Elderly in the Urban and Rural communities, results of the study found that among the sample of elderly people in urban communities, 53 percent did organized activities, while 60 percent did unstructured activities, with 57 percent doing activities that they did alone. While in the sample of elderly people in rural communities, 50 percent did structured activities, 53 percent did unstructured activities, with 50 percent doing activities that they did alone. As for activities that have a pattern for the elderly in both communities, they are religious activities and group exercise activities the factor most relevant to the happiness of elderly people in urban communities is family

factors. Meanwhile, the factors most related to the happiness of rural elderly people are social relations and psychological factors and the set of happiness of the elderly in both communities, including family, community, health, finances, and areas for activities of the elderly.

Liu et al. (2021, pp. 118-120) used the SERQUAL model to evaluate the quality of community home care services in Yiwu City. The results showed that the overall customer satisfaction of the service was high, but there was some room for improvement in reliability, responsiveness and assurance. In this research, the result is exactly the opposite of Liu, C. The dimensions of reliability, responsiveness, and safety in the New Asian sport community home care in the choice of the most satisfied and very satisfied, which can be seen in different communities in the provision of services in different practices.

In the researcher's view, although the SERVQUAL model is very mature, it is still very different when faced with specific situations, and there are areas that need improvement and improvement. Through this study, the researcher found that there is indeed a lack of publicity in the provision of community home care services, resulting



in many older people being unaware of the availability of this service, therefore, the publicity of community home care services should be strengthened, targeting the needs of clients and providing more personalized services. The author agree with the view that publicity and communication should be strengthened when providing services, and attention should be paid to customer needs.

Qi, & Wang (2023, pp. 1-13) got a conclusion, in order to provide Internet Based Home Care Services better, it is necessary to improve the institutional environment and market environment, strengthen publicity and communication, target customer needs, and adjust the working conditions of front-line workers. Through this study, the researcher found that there is indeed a lack of publicity in the provision of community home care services, resulting in many older people being unaware of the availability of this service, therefore, the publicity of community home care services should be strengthened, targeting the needs of clients and providing more personalized services. The author agree with the view that publicity and communication should be strengthened when providing services, and attention should be paid to customer needs.

6. Suggestions

1. Recommendation for Community.

Through this study, the researcher found that there is indeed a lack of publicity in the provision of community home care services, resulting in many older people being unaware of the availability of this service, therefore, the publicity of community home care services should be strengthened, targeting the needs of clients and providing more personalized services.

To the government:

1. Carry out tax reduction and exemption.
2. Provide free technical training for services for the elderly to reduce the cost of community organizations.
3. Reasonably allocate investment funds according to the actual situation of each region, improve the financial budget system for community elderly care services, and prepare a good financial budget for elderly care services.

To the community:

1. In medical services: establish a good relationship with nearby hospitals and recreation centers.
2. Bringing in the social forces also, Concerns about the treatment of staff and the working environment.



To the Further Study:

Expand sample size and focus on community workers

7. Knowledge Assets

Reviewing service quality using the SERVQUAL model is currently used mainly in the service industry, but in practice it can

also be used for comparison and evaluation across industries. Community home care is not only a matter for the government, nor is it only a family matter. It requires fully mobilizing multiple subjects such as individuals, families, society, and enterprises to jointly participate in the community home care service system.

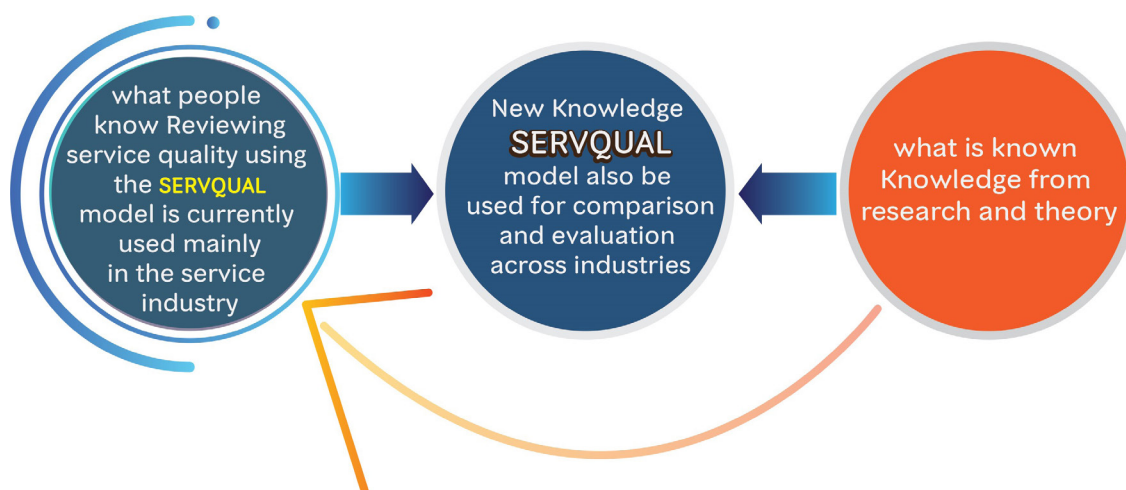


Figure 1 New knowledge

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