

STUDENT SATISFACTION WITH THE SERVICES OF DEVELOPMENT ADMINISTRATION PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY

Kittitach Ekkun ^{1*}, Praiporn Saengchan ²

^{1*,2}Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: kittitach.ae@ssru.ac.th^{1*}, praiporn.sa@ssru.ac.th²

ABSTRACT

This study aimed to investigate student satisfaction with the services provided by the Department of Development Administration at Suan Sunandha Rajabhat University, focusing on four aspects: service process/procedure, staff service, facilitating channels, and service quality. The study was conducted using a survey research methodology to provide guidelines for improving the quality of services. The sample consisted of 30 master's and doctoral students in development administration enrolled in the second academic year of the 2023 academic year, Selected with proportional sampling method. Most participants are current students, accounting for 70% . of the sample size. The data was collected through a satisfaction survey with a consistency index 1.00. The analysis was performed using mean percentage and standard deviation. The findings revealed high satisfaction among the students with the services the Development Administration Program provided, with an overall satisfaction level of $\bar{x} = 4.63$ and S.D = 0.44. Service quality received the highest level of satisfaction among the five aspects. The results showed that students were delighted with the services the Development Administration program provided, with an overall satisfaction level of $\bar{x} = 4.63$ and S.D = 0.44. Service quality received the highest satisfaction in five areas, with average scores for interpersonal skills and responsibilities of $\bar{x} = 4.78$ and S.D = 0.36. Service processes and procedures, followed by mean scores of $\bar{x} = 4.81$ and S.D = 0.36. For personnel, service providers scored $\bar{x} = 4.53$ and S.D = 0.49. For facilities and facilities, average scores $\bar{x} = 4.59$ and S.D = 0.46, and public relations scored $\bar{x} = 4.47$ and S.D = 0.50

Keywords: Satisfaction, Service, Officials

INTRODUCTION

Many departments within organizations have implemented operational systems that adapt to the current environment, enabling them to be industry leaders. This is accomplished by incorporating modern technological systems to maintain a competitive edge. However, despite these advancements, the importance of quality service cannot be overlooked. Service is often a fundamental tool that supports

various tasks, and a sound service system can significantly impress service recipients. This way, the service reflects the organization and contributes to its overall image.

Since 2007, the government has been actively promoting a national agenda centered on ethics, good governance, and the prevention of corruption and misconduct within the public sector. The primary objective is to promote a sense of responsibility and awareness amongst public officials to perform their duties in good faith while adhering to moral, ethical, and honest principles. This includes upholding principles of fairness, impartiality, and non-discrimination while striving for efficient and effective government performance to meet the needs of the people and foster social responsibility. The Office of the Public Sector Development Commission ((OPDC)) has therefore mandated government agencies and public organizations to inquire about service recipients' satisfaction concerning the quality of service by their primary mission.

Considering the government's policy, the Development Administration Program within the Graduate School of Suan Sunandha Rajabhat University, responsible for providing services to faculty and students in various fields, surveyed student satisfaction within the Department of Development Administration at Suan Sunandha Rajabhat University. The objective of the survey was to evaluate the quality of service the department provided, focusing on service processes and procedures, staff services, facilitating channels, and service quality.

RESEARCH OBJECTIVE

The objective of this study is to survey the satisfaction levels of Master's and Doctoral degree students in Development Administration at the Graduate School of Suan Sunandha Rajabhat University towards the services provided by the department. - To study satisfaction with the quality of service of the course staff. - To study the problems and suggestions of service users regarding the quality of service used by the staff. Courses

LITERATURE REVIEW

Concept of satisfaction:

The concept of satisfaction has been defined by several scholars in various disciplines.

Panee Chuthaijanjit (2007: 14) [1] describes it as a positive emotion generated by stimuli such as products or services, prices, distribution, and marketing promotions.

Parichart Sangkhao (2008: 8) [2] defines satisfaction as a feeling of comfort, happiness, or fulfillment of a need that arises from positive emotions in various aspects of the environment or through satisfaction with something that elicits liking and comfort.

Cullen (2001: 664) posits that satisfaction is an individual's perception, both in the short term and long term, of the quality of services, whether on a narrow level that involves the service characteristics affecting service quality or on a broad level that concerns the customer's view of all types of services. Satisfaction can be summarized as the total satisfaction of the service user towards the organization.

Warangkana kongsil, Thanasuwit thabhiranrak. (2018). [3] Factors Influencing Happiness of Academic supporting staff of Suan Sunandha Rajabhat University. SSRU Graduate Studies Journal. 11 (2), pp. 150-163

From the above definitions, it can be inferred that satisfaction refers to a feeling of contentment or pleasure derived from positive emotions generated by elements or incentives in various aspects related to one's interests. This positive attitude is developed when one's needs are met through the delivery of quality services, and it is reflected in the customer's continued loyalty and willingness to recommend the service or product to others.

Concept of service quality:

Various scholars in service management have discussed the concept of service quality.

Phimon Meksawat (2007: 11) [4] defines service quality as the delivery of satisfactory services that are appropriate in terms of time, place, form, and psychological characteristics, utilizing human labor to meet the needs and expectations of service users. This results in maximum customer satisfaction, positive impressions, the desire to use the service again, and the inclination to spread positive feedback, which contributes to a favorable image of good service.

Sawai Chaibunruang (2012: 10) [5] proposes that service quality refers to the ability of products or services to meet customer needs without defects and to satisfy customers to the extent that they are pleased.

From the above definitions, it can be inferred that service quality encompasses tangible and intangible characteristics that the service user receives. Service users evaluate and perceive their needs, expectations, and the services received. The quality of service is reflected in the service provider's ability to respond to the needs of service users, provide punctual and fast service, establish a complete service system, and incorporate modernity in a form that meets user expectations. Ultimately, service quality plays a crucial role in satisfying service users and creating positive impressions, which leads to their intention to reuse the service and recommend it to others.

Related research:

Somyot Nicolai and Bundit Phrapratanphon (2018: 546) [6] conducted a study investigating the satisfaction levels of service recipients with the services provided by Suan Sunandha Rajabhat University in the fiscal year 2018. The study indicated that service satisfaction is fundamental to employee happiness and organizational engagement. The literature review conducted by the authors identified two primary factors contributing to service satisfaction: 1) Satisfaction Theory and 2) Personal Factors such as age, gender, and education level. The results of this study serve as a foundation for future quantitative research aimed at analyzing statistical data and providing recommendations to relevant organizations to enhance their work efficiency.

Similarly, Thitikan Kwanfai, Rattanaporn Somjai, Yuwathida Kongnumat, and Suwannee Vithitthep (2019: 74) [7] conducted a study to determine student satisfaction with the services provided by the Faculty of Education, Prince of Songkla University, Pattani Campus. Overall, the research results revealed that the students were delighted. However, when considering each dimension, satisfaction levels were the highest for staff service and the quality of service. Conversely, service processes/procedures and facilities were found to be the least satisfying.

Mina Ongbangnoi (2020: 36) [8] defined satisfaction as a positive attitude the service recipients' level of pleasure and happiness. However, individual satisfaction varies according to experience. Individual attitudes, beliefs, and values.

Vipawee Khamwong (2020: 9) [9] defines satisfaction as satisfaction. It means making the feelings of the person receiving the service in a good way impressive, as intended, or more than expected. To achieve satisfaction, service units must put a well-structured system in harmony with each other—all parties, such as modern tools and appliances. Knowledgeable and competent personnel who understand

their duties must have a passion for service. The place is clean, and the area is suitable for service. Confidence and confidence in service are among the many other elements. Aspects that will lead to the highest point in satisfaction with Suan Sunandha Rajabhat University the Graduate School (2020: 6) has defined satisfaction as the good feelings or attitudes expressed by an individual, usually caused by receiving the desired response. There will be different satisfaction in each part.

Suan Sunandha Rajabhat University is divided into 2 types of personnel:

1. Academic Staff
2. Academic Support Staff

It can be seen that academic support personnel are an important force in leading the organization to achieve its goals. The performance of personnel is an important part of driving the organization towards the objectives by measuring success from performance.

RESEARCH METHODOLOGY

1. Population and sample:

The population for this study consisted of 30 master's and doctoral students in development administration enrolled in the second academic year of 2023, selected through a proportional random sampling method.

2. Tools:

This study employed a questionnaire as the primary research tool. The researcher conducted the following procedures:

1) Distributed a satisfaction survey to master's and PhD students in Development Administration and formulated a satisfaction questionnaire divided into five parts:

Part 1) Basic Information of Respondents

Part 2) Students' satisfaction with the services provided by the Department of Development Administration Suan Sunandha Rajabhat University is divided into five areas: interpersonal skills and responsibility/Service processes and procedures/Service personnel/Facilities and public relations.

Part 3) Recommendation

3. Data collection:

The researcher carried out the following procedures:

1) Administered the satisfaction survey to master's and PhD students in the field of development management.

2) Analyzed the collected data for each aspect.

4. Data analysis:

The researcher conducted the following procedures:

Part 1: Analyzed general information data using frequency distribution, percentage, and mean calculation.

Part 2: I analyzed the data on service satisfaction of the Department of Development Administration, Suan Sunandha Rajabhat University, using percentage calculations, mean calculations, and standard deviation calculations.

Part 3: Analyzed the suggestions for service provision of the Department of Development Administration, Suan Sunandha Rajabhat University, which were open-ended questions, by conducting content analysis and grouping opinions with similar content or characteristics.

RESULTS

The research on student satisfaction with the service of the Development Administration Program at Suan Sunandha Rajabhat University can be summarized as follows.

Table 1

General information of survey respondents by Gender

Gender	Amount	Percentage
1. Female	14	46.67
2. Male	16	53.33
Total	30	100.00

From Table 1, revealed that out of 35 students, 30 responded to the questionnaire, representing a response rate of 85.71 %. Most respondents were female (53.33 %) and male (46.67%), with 16 and 14 participants, respectively.

Table 2

General information of respondents (Education level)

General information	Amount	Percentage
1. Master's Degree	12	40.00
2. Doctoral degree	18	60.00
Total	30	100.00

From Table 2, most of the respondents were enrolled in doctoral degree programs, with 18 students representing 60.00 percent of the total, followed by 12 students enrolled in master's degree programs, representing 40.00 percent of the total.

Table 3

shows the average satisfaction of students with the services provided by the Administration and Development Program at Suan Sunandha Rajabhat University.

Services	\bar{x}	S.D.	Level
1. Human Relations and Responsibility Skills	4.78	0.36	high
2. Service Process and Procedures	4.81	0.36	high
3. Service Provider Personnel	4.53	0.49	high
4. Location & Facilities	4.59	0.46	high
5. Public Relations	4.47	0.50	high
Total	4.63	0.44	high

From Table 3, Indicate that the level of service satisfaction for the Department of Development Administration, Suan Sunandha Rajabhat University, was high overall ($\bar{x} = 4.63$, S.D. = 0.44). Examining each item, it was observed that s Service Process and Procedures received the highest satisfaction level ($\bar{x} = 4.81$, S.D. = 0.76), followed by Human Relations and Responsibility Skills ($\bar{x} = 4.78$, S.D. = 0.36), Location & Facilities ($\bar{x} = 4.59$, S.D. = 0.46), and Public Relations ($\bar{x} = 4.47$, S.D. = 0.50), respectively.

Table 4

Student Satisfaction with the Human Relations and Responsibility Skills the Administration and Development Program, Suan Sunandha Rajabhat University.

Service process/ procedures	\bar{x}	S.D.	Level
1. Staff are knowledgeable and capable of providing services	4.53	0.50	high
2. Able to perform assigned duties efficiently.	4.87	0.34	high
3. Integrity in the performance of duties	4.93	0.25	high
Total	4.78	0.36	high

From Table 4, it was found that student satisfaction with the Human Relations and Responsibility Skills of the Administration and Development Program, Suan Sunandha Rajabhat University, in terms of Staff knowledge and capable of providing services overall, was at a high level ($\bar{x} = 4.53$, S.D. = 0.50). Considering the individual, all of them were satisfied at a high level and could perform assigned duties efficiently. ($\bar{x} = 4.87$, S.D. = 0.34) and Integrity in the performance of duties ($\bar{x} = 4.93$, S.D. = 0.25)

Table 5

Satisfaction of Students on Service Process and Procedures of the Administration and Development Program, Suan Sunandha Rajabhat University.

Staff services	\bar{x}	S.D.	Level
1. The service is accurate, convenient, and fast	4.93	0.25	high
2. Responsibility and attention to work in the line of duty	4.83	0.37	high
3. Ability to coordinate	4.68	0.47	high
Total	4.81	0.36	high

From Table 5, it was found that the Satisfaction of Students with the Service Process and Procedures of the Administration and Development Program at Suan Sunandha Rajabhat University, in terms of the service of the staff of the program, was overall at a high level ($\bar{x} = 4.81$, S.D. = 0.36). Considering individually, all of them were satisfied at a high level as follows: The service is accurate,

convenient, and fast ($\bar{x} = 4.93$, S.D = 0.25), Responsibility and attention to work in the line of duty ($\bar{x} = 4.83$, S.D = 0.37) and Ability to coordinate ($\bar{x} = 4.30$, S.D = 0.87)

Table 6
Student Satisfaction on Location & Facilities.

Facilitating channels	\bar{x}	S.D.	Level
1. The environment is clean and conducive to learning	4.57	0.56	high
2. Opening Hours – Closing Hours are appropriate	4.40	0.49	high
3. Wi-Fi service is comprehensive and efficient	4.67	0.47	high
Total	4.59	0.46	high

From Table 6, it was found that student satisfaction with the Location & Facilities of the Development Administration Program, Suan Sunandha Rajabhat University overall at a high level ($\bar{x} = 4.59$, S.D. = 0.46). Considering individually, all of them were satisfied at a high level as follows: The environment is clean and conducive to learning ($\bar{x} = 4.57$, S.D. = 0.56), Opening Hours – Closing Hours are appropriate ($\bar{x} = 4.40$, S.D. = 0.49) and Wi-Fi service is comprehensive and efficient ($\bar{x} = 4.67$, S.D. = 0.47)

Table 7
Student Satisfaction on Public Relations.

Service quality	\bar{x}	S.D.	Level
1. The course website provides complete information and information	4.43	0.50	high
2. Publicize new service activities regularly and thoroughly	4.50	0.50	high
Total	4.47	0.50	high

From Table 7, it was found that student satisfaction in Public Relations of the Development Administration Program, Suan Sunandha Rajabhat University, in terms of service quality, was overall at a high level ($\bar{x} = 4.47$, S.D. = 0.50). Considering individually, all of them were satisfied at a high level as the course website provides complete information and information ($\bar{x} = 4.43$, S.D. = 0.50) and publicizes new service activities regularly and thoroughly ($\bar{x} = 4.50$, S.D. = 0.50)

Suggestion:

The following suggestions have been proposed by the students who participated in the questionnaire regarding the services offered by the Department of Development Administration at Suan Sunandha Rajabhat University:

1. It is recommended that the department provide a designated seating area for students who visit to request services.

2. The department should expand the service channels available for answering questions by integrating information systems.

DISCUSSION

In conclusion, the research study on student satisfaction with the services offered by the Development Administration Program at Suan Sunandha Rajabhat University yielded the following findings. Most of the sample was female, accounting for 53.33 percent of the total respondents (n=14). Doctoral students comprised the largest group of respondents who completed the questionnaire. The overall satisfaction level of the students towards the department's services was found to be high ($\bar{x} = 4.63$, S.D. = 0.44). Considering individually, Service quality received the highest level of satisfaction among the five aspects; The results showed that students were delighted with the services provided by the Development Administration program, with an overall satisfaction level of $\bar{x} = 4.63$ and S.D. = 0.44. Service quality received the highest satisfaction in five areas, with average scores for interpersonal skills and responsibilities of $\bar{x} = 4.78$ and S.D. = 0.36. Service processes and procedures, followed by mean scores of $\bar{x} = 4.81$ and S.D. = 0.36. For personnel, service providers scored $\bar{x} = 4.53$ and S.D. = 0.49. For facilities and facilities, average scores $\bar{x} = 4.59$ and S.D. = 0.46, and public relations scored $\bar{x} = 4.47$ and S.D. = 0.50

Discussion:

According to a study on students' satisfaction with the services provided by the Department of Development Administration. Suan Sunandha Rajabhat University found that students are delighted with the service. On a per-site basis, it was found that students were most confident with service processes and procedures, followed by interpersonal skills and responsibilities and service processes/procedures, respectively. Students are happy with the service provider's personnel. In terms of public relations, students had a high level of satisfaction. Still, the lowest average for this service indicates that students are not impressed, and the publicity may not be enough or unclear.

The program, therefore, needs to improve the service by providing each step of the service quickly to meet the needs of the service recipients. Factors affecting the service of each step of service are essential. The most common problems are the availability of student information, authorized signatories, and lack of deputies, and the speed of the internet system in universities still needs improvement.

Regarding satisfaction with staff service, which includes the professionalism of service staff such as politeness, good-naturedness, proper demeanor, and attire, service staff's willingness, speed, and attentiveness in providing service, clarity, and reliability of advice and answers provided by service staff, practical problem-solving skills demonstrated by service staff, non-discriminatory service policy for all service recipients, the students were delighted in each aspect. It showed that the service provided by the staff satisfied the needs of the students the most, which gave the students an impression of overall service with satisfaction at a high level in all items. Were least satisfied with were student satisfaction in public relations.

Satisfaction with services in terms of facilitating channels, including providing facilities such as clear form-filling procedures with examples and disseminating information on service-related matters through the website, showed that students were delighted. This indicates that the service of the facilitating channels facilitated the needs of the students, resulting in the students being impressed with the overall service and having satisfaction at a high level in all items.

Satisfaction with the quality of service is based on several factors, including timely completion of service delivery, accuracy in service delivery, speed of service provision, attentiveness and service consciousness of service staff, practical advice and problem-solving skills displayed by service staff, quality of academic service provided, overall impressions and satisfaction with the educational service, and provision of service-related information through the website. The study found that students were delighted with each of these factors, indicating that the quality of service provided was satisfactory to the needs of the students. Satisfaction is essential for both employee happiness and organizational engagement.

In conclusion, providing excellent service requires cooperation from both the service recipient and the service provider, who must have a service mindset. The service provider is responsible for providing services in all aspects, including news information and public relations, and welcoming both internal and external parties and all types of visitors. They must understand the importance of providing excellent service to create a positive impression on all service recipients. Lastly, service providers play a crucial role in developing a good personality and attitude, particularly by demonstrating a consciousness of loving service for perfect organizational development.

Suggestions for Applying Research Results:

The findings of this research should serve as a basis for developing guidelines to enhance the quality of academic services offered by the Department of Development Management at Suan Sunandha Rajabhat University. The recommendations should be implemented continuously to ensure the highest level of student satisfaction.

Suggestions for Further Research:

It is recommended that a satisfaction survey be conducted annually to evaluate the performance of departments and faculties in the development management field at Suan Sunandha Rajabhat University.

Such surveys would provide a comprehensive understanding of the academic services' strengths and weaknesses and help identify areas for further improvement.

ACKNOWLEDGMENT

The author wishes to sincerely thank The Graduate School and Suan Sunandha Rajabhat University for their invaluable support in this research. The author would also like to extend their appreciation to the SSRU executives, including Associate Professor Dr. Chutikarn Sriviboon, the president, and Associate Professor Dr. Duangsamorn Rungsawanpho, Dean of Graduate School, for their guidance and encouragement throughout the study. Finally, the author would like to thank all the respondents who participated in the research for their valuable contributions.

REFERENCES

- [1] Chuthaijanjit, P. (2007). Psychology of teaching and learning. Nonthaburi: Great Education.
- [2] Sangkhao, P. (2008). Satisfaction of Students with Library Services of Sriprathum University Independent Study. Bachelor of Business Administration. Bangkok: Phranakhon Rajabhat University.
- [3] Kongsil, W. & Thubhiranrak, T. (2015). 'Factors Influencing Happiness of Academic supporting staff of Suan Sunandha Rajabhat University', SSRU Graduate Studies Journal, 11(2), pp.150-163.
- [4] Meksawat, P. (2007). Assessment of the service quality of the Central Library of Srinakharinwirot University. Bangkok: Srinakharinwirot University.
- [5] Chaibunruang, S. (2012). Service quality of electricity users of PEA, Koh Chang District, Trat Province. (Special problem, Public Administration). Chonburi: Burapha University.
- [6] Ngiolai, S. (2018). and Phraprathanporn, B. (2018). Customer Satisfaction with the Services of Rajchaphat Suan Sunandha Rajabhat University, for the Fiscal Year 2018. (Document for the national research conference presented at Suan Sunandha Rajabhat University). 30 November 2018. P.546-555.
- [7] Kwanfai, T. (2019). Somjai, R. (2019). Kongnumat, Y. (2019). and Vithithep, S. (2019). Conducted a study to determine student satisfaction with the services provided by the Faculty of Education, Prince of Songkla University, Pattani Campus. Overall, the research results revealed that the students were delighted. However, when considering each dimension, satisfaction levels were the highest for staff service and the quality of service. Conversely, service processes/procedures and facilities were found to be the least satisfying.
- [8] Ongbangnoi, M. (2020). Defined satisfaction as a positive attitude the service recipients' level of pleasure and happiness. However, individual satisfaction varies according to experience. Individual attitudes, beliefs, and values.
- [9] Khamwong, V. (2020). Defines satisfaction as satisfaction. It means making the feelings of the person receiving the service in a good way impressive, as intended, or more than expected. To achieve satisfaction, service units must put a well-structured system in harmony with each other—all parties, such as modern tools and appliances. Knowledgeable and competent personnel who understand their duties must have a passion for service. The place is clean, and the area is suitable for service. Confidence and confidence in service are among the many other elements. Aspects that will lead to the highest point in satisfaction with Suan Sunandha Rajabhat University the Graduate School (2020: 6) has defined satisfaction as the good feelings or attitudes expressed by an individual, usually caused by receiving the desired response. There will be different satisfaction in each part.
- [10] Kongsil W. (2018) and Thabhiranrak T. (2018). Factors Influencing Happiness of Academic supporting staff of Suan Sunandha Rajabhat University. SSRU Graduate Studies Journal. 11 (2), Pp. 150-163