

SATISFACTION WITH THE PROVISION OF COMPREHENSIVE EXAMINATIONS FOR CHINESE STUDENTS IN THE FIELD OF EDUCATIONAL ADMINISTRATION, SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This study aims to investigate the Satisfaction with the Provision of Comprehensive Examinations for Chinese Students in The Field of Educational Administration, Suan Sunandha Rajabhat University. The sample used in this study is 50 students majoring in educational management, and the research tool used is a questionnaire. The statistical data used for analyzing data is descriptive statistical data, including frequency, percentage, mean, and standard deviation. Chinese students have the highest satisfaction rate ($\bar{x} = 4.61$) when applying for knowledge processing examination services, classified according to the service process. The average value is the highest ($\bar{x} = 4.63$), followed by service personnel ($\bar{x} = 4.61$), service channels ($\bar{x} = 4.60$), and facilities ($\bar{x} = 4.58$).

Keywords: Satisfaction, Comprehensive Examinations, Chinese Students

Introduction

Graduate studies are higher education that aims to seek and create new knowledge and develop research competence of students in the management of graduate education according to the criteria of the graduate curriculum standards of 2005 announced by the Ministry of Education (2005). The philosophy and objectives are set as follows: "Aim to be consistent with the national higher education development plan, the philosophy of higher education, the philosophy of higher education institutions, and international academic and professional standards. Emphasize the development of academics and professionals with high levels of knowledge and ability in various fields of study through the research process to be able to independently pioneer and seek new knowledge, as well as have the ability to create, promote academic progress, continuously link and integrate their expertise with other fields of study, and have academic and professional ethics." Therefore, research is an important mission of every higher education institution and is an important element in educational quality assurance, educational quality assessment, and ranking of higher education institutions by organizations and agencies at the international level. Therefore, the development of quality graduate research is very important.

Graduate studies are very different from undergraduate studies because students must be fully aware of and understand the field of study they are going to study, and must also know deeply about the plans and models of the curriculum in the field they are going to study.

The Comprehensive Examination is an examination to test the knowledge and ability to integrate concepts and the ability to apply knowledge to solve problems. It is required that students in the Master's degree program, Plan B, pass the examination according to the conditions of the program. The criteria and practices for the Comprehensive Examination are as follows: 1) The Comprehensive Examination may be written or oral, or both. 2) Students

must submit a request for the Comprehensive Examination after completing all courses as specified by the program and achieving a cumulative grade point average of no less than 3.00. 3) The Comprehensive Examination Committee is appointed by the Graduate Studies Administration Committee, consisting of no less than 3 and no more than 5 members, including the main thesis or independent study advisor and a full-time lecturer. 4) The Comprehensive Examination result is evaluated by the symbol S, meaning pass, or U, meaning fail. 5) The chairman of the examination committee reports the examination results to the Graduate Studies Committee through the chairman of the curriculum administration committee after the examination within 15 days. 6) Students are entitled to take the examination no more than 2 times. Students must submit a request for the second Comprehensive Examination within 30 days after the first examination. If the student fails the second examination, they will be dismissed from the student status.

Nowadays, service is considered very important for every aspect of business because good service can indicate the potential of the organization or business in terms of quality, readiness, and how much attention is paid to the service. Good service must respond to the needs as much as possible. The results from measuring satisfaction in receiving the service can be used as a strategy to improve, correct, and develop various work processes to be more efficient and to be as satisfactory as possible to those who come to receive the service (Chanakan Thongbai et al., 2009).

In studying the satisfaction of the knowledge examination for Chinese students in the Educational Administration Program, Suan Sunandha Rajabhat University, the researcher saw the importance of satisfaction and was interested in studying this research.

Research Objectives

To study the satisfaction with the knowledge examination for Chinese students of the Educational Administration Program, Suan Sunandha Rajabhat University.

Scope of the Research

1. Population Scope

The population used in this research was 50 Chinese students majoring in educational administration. Simple random sampling was used.

2. Content Scope

This research studies satisfaction with the provision of knowledge examinations for Chinese students in the Department of Educational Administration, Suan Sunandha Rajabhat University, in order to improve the service in the future.

3. Area Scope

Graduate School, Suan Sunandha Rajabhat University

Literature Review

The research on “Satisfaction with the Provision of Comprehensive Examinations for Chinese Students in The Field of Educational Administration, Suan Sunandha Rajabhat University”, the researcher studied documents and related research and presented them according to the following topics.

Related literature

Concepts and theories related to service quality

Meaning of service: Scholars have defined the meaning of service as follows:

Philip Kotler (2000, p. 428) defined service as an activity or abstract benefit that the service recipient does not have tangible possession of. The service process may or may not be accompanied by the sale of a product.

Jittinan Dechakupt (1996, p. 8) defined service as an activity or process of performing any action by an individual or organization to respond to the needs of other people and create satisfaction with the results of that action.

Concepts and theories about satisfaction

The word “satisfaction” is the same as the English word “satisfaction”, which generally means “the degree to which a person feels positively about something”.

The meaning of consumer or service recipient satisfaction according to the concept of marketers will find the definition of service recipient satisfaction in 2 meanings:

1. The meaning that mainly extends the purchasing situation, meaning that "Satisfaction is the result that occurs from the evaluation of what is received after a purchasing situation", often found in marketing research that emphasizes the concept of behavioral science.

2. The meaning that mainly focuses on the experience of trademarks, meaning that "Satisfaction is the result that occurs from the evaluation of the overall picture of many experiences related to products or services in a period of time" or in other words, "Satisfaction means the evaluation of the ability to present products or services that meet customer needs continuously" (Sukhothai Thammathirat Open University, 2000, 19)

Related research

Phanuchanat Phueamphun and Bandit Phraprathanphon (2021) studied the quality of service that affects the decision to study for a Master of Business Administration. A case study of Suan Sunandha Rajabhat University students. The research objectives were 1) to study the different demographic characteristics that affect the decision to study for a Master of Business Administration of Suan Sunandha Rajabhat University students and 2) to study the factors of service quality that affect the decision to study for a Master of Business Administration of Suan Sunandha Rajabhat University students. This was a quantitative research using the concept of service quality with 10 determinants of service quality from Parasuraman, Zeithaml and Berry (1988): 1) Reliability 2) Responsiveness 3) Service competence 4) Access to service 5) Courtesy 6) Communication 7) Trustworthiness (Credibility) 8) Security 9) Understanding and knowing the customer (Understanding /Knowing the Customer) 10) Tangible of service (Tangible) The sample group was 307 final year students of the Faculty of Management Science, Suan Sunandha Rajabhat University. A questionnaire was used as a data collection tool. The statistics used in data analysis were frequency, percentage, mean and standard deviation. The hypothesis was tested using t-test and One-Way ANOVA. The LSD method was used to test the mean difference of each pair and the Multiple Linear Regression coefficient at the 0.05 statistical significance level. The results of the study found that gender and major groups had different effects on the decision to study for the Master of Business Administration program. The difference was statistically significant at 0.05. In addition, the quality of service that had the most effect on the decision to study for the Master of Business Administration program was management, followed by cost throughout the program, university infrastructure, internationalization and curriculum, respectively. Expected benefits from the research 1) Application To be a guideline for developing a quality Master of Business Administration program that will affect the decision to continue studying in the Master of Business Administration program at Suan Sunandha Rajabhat University. 2) Policy aspect: To guide government organizations that supervise universities to use the information to develop higher quality graduate programs.

Wanlada Srisongmuang (2017) studied the effect of service quality on decision making in choosing rental shops in Warin Chamrap District and Mueang District, Ubon Ratchathani Province. The research objectives were 1) to compare demographic characteristics that influenced decision making in choosing rental shops in Warin Chamrap District and Mueang District, Ubon Ratchathani Province, and 2) to study the influence of service quality on decision making in choosing rental shops in Warin Chamrap District and Mueang District, Ubon Ratchathani Province, using the service quality concept of Parasuraman, et al. (1988) and the purchasing decision process of Kotler and Keller (2012). The sample consisted of 350 people who had experience in rental shops in Warin Chamrap District and Mueang District, Ubon Ratchathani Province, using purposive sampling. The statistics used for data analysis were percentage, frequency, mean, and standard deviation, t-test, comparison of variance of two populations, and multiple regression analysis. The results of the study found that most of the respondents were female. They are aged 21-30 years, with the highest education level of Associate Degree/Vocational Certificate or higher, working as private company employees, and income lower than 5,000 baht/month. They have a high level of opinions about overall and individual service quality, and a high level of opinions about the decision to use a rental shop overall and individual service. When comparing demographic characteristics with the decision to use a service, classified by demographic characteristics, including gender, age, highest education level, occupation, and income, it was found that different demographic characteristics had an effect on the decision to use a rental shop. There was no difference in the influence of service quality on the decision to use a rental shop. It was found that the tangibility of the service, trustworthiness, responsiveness, confidence, and caring had an effect on the decision to use a rental shop, with statistical significance at the 0.01 level.

Research Methodology

In the research study on “Satisfaction with the Provision of Comprehensive Examinations for Chinese Students in The Field of Educational Administration, Suan Sunandha Rajabhat University”, the researcher has conducted the study according to the following steps:

1. Research Methodology

1.1 Population and Sample

- The population used in this research was 50 Chinese students majoring in educational administration. Simple random sampling was used.

1.2 Study Method

- Collect data from the sample group, analyze and verify the data to be a guideline for publishing the research article.

1.3 Location

- Graduate School, Suan Sunandha Rajabhat University

1.4 Study Period

- August - September 2024

1.5 Data Analysis

- Quantitative Data Analysis

2. Data collection tools

The researcher created and developed the questionnaire by studying academic documents, articles, textbooks, theories, and related research. The questionnaire was presented to experts for suggestions and improvements according to the recommendations. The accuracy, completeness of the content, and content validity were checked.

Data collection

- 1) The researcher prepared a questionnaire sufficient for the sample group.
- 2) The questionnaire, which had been tested for quality, was given to the sample group under study. The researcher explained the purpose of the questionnaire to the respondents and explained how to answer the questionnaire before the respondents started to do it and collected the questionnaire by themselves. The data collection and collection period was approximately 1 month.

3. Data collection

The researcher collected data from the questionnaires by himself. The steps of data collection are as follows:

- 3.1 Write a letter to request cooperation in data collection.
- 3.2 Contact and coordinate to request assistance in distributing the questionnaires and collecting data.
- 3.3 Distribute the questionnaires by himself and make an appointment for the date and time to collect the questionnaires.
- 3.4 When all data is collected, select the questionnaires that are complete and analyze the data.

4. Data analysis and statistics

Data collection from questionnaires was carried out, data was organized, data was processed and data was analyzed using ready-made statistical programs as follows:

Part 1: The analysis of basic personal data was performed using descriptive statistics, including numbers and percentages. The data obtained from the analysis was presented in a table format for presentation.

Part 2: The satisfaction level data of the sample group was analyzed using descriptive statistics, including mean and standard deviation, and the values were compared with the following criteria:

- Average 4.50 – 5.00 points means the highest level of satisfaction.
- Average 3.50 – 4.49 points means the highest level of satisfaction.
- Average 2.50 – 3.49 points means the moderate level of satisfaction.
- Average 1.50 – 2.49 points means the lowest level of satisfaction.
- Average 1.00 – 1.49 points means the lowest level of satisfaction.

Research Results

The results of data analysis in the research on “Satisfaction with the Provision of Comprehensive Examinations for Chinese Students in The Field of Educational Administration, Suan Sunandha Rajabhat University”, the researcher has collected data and checked the data in the questionnaire and found that the collected data is complete and can be analyzed according to the set objectives. The researcher has defined various symbols and abbreviations used in data analysis, which can be presented as follows:

The personal factors of the respondents found that most of the respondents were female, accounting for 78.00 percent, male, accounting for 22.00 percent, aged between 31 - 40 years, the most, accounting for 58.00 percent, followed by 21 - 30 years, accounting for 24.00 percent, aged 41 - 50 years, accounting for 18.00 percent, respectively. The most were single, accounting for 66.00 percent, followed by married, accounting for 34.00 percent, respectively. The most had an average monthly income of 15,001-25,000 baht, accounting for 48.00 percent, followed by an income of 25,001-35,000 baht, accounting for 32.00 percent, and an income of 35,001-45,000 baht, accounting for 20.00 percent, respectively.

Satisfaction of service recipients is presented with mean, standard deviation and interpretation of opinion level according to the specified criteria. Details are shown in Table 1.

Table 1 Satisfaction level according to service issues

Service recipient satisfaction	\bar{x}	S.D.	Interpretation
Service process	4.63	0.117	Most
Service channels	4.60	0.064	Most
Service personnel	4.61	0.131	Most
Facilities	4.58	0.067	Most
Satisfaction level	4.61	0.034	Most

From Table 4.3, it was found that service recipients were satisfied with the overall service of all 4 service areas. It was found that service recipients had an average satisfaction of ($\bar{x} = 4.61$), with the highest level of satisfaction ranked as follows: service process aspect had the highest average ($\bar{x} = 4.63$), followed by service personnel aspect ($\bar{x} = 4.61$), service channels aspect ($\bar{x} = 4.60$), and facilities aspect ($\bar{x} = 4.58$), respectively.

Discussion

The results of the satisfaction analysis on the knowledge examination for Chinese students of the Educational Administration Program, Suan Sunandha Rajabhat University, overall, the service users were at the highest level of satisfaction. The result of the research is like this because the program has continuously improved the satisfaction of service users. The research results were used to create an action plan to solve the service problem to achieve the highest quality for service users. In addition, various operations have meetings, exchanges of knowledge on various problems and obstacles to find ways to develop service quality. Because the quality of service and the satisfaction of service users are related, as in the research results of Phanuchanat Phueamphun and Bandit Phraprathanphon (2021) who studied the quality of service affecting the decision to study for a Master of Business Administration program, a case study of Suan Sunandha Rajabhat University students. The results of the study found that gender and the group of departments had different effects on the decision to study for a Master of Business Administration program, with a statistically significant difference of 0.05. In addition, the quality of service that had the highest effect on the decision to study for a Master of Business Administration program was management, followed by expenses throughout the program, university infrastructure, internationalization, and curriculum, respectively.

Recommendations

1. The next study may increase the number of samples and extend the data collection time.
2. The satisfaction survey and suggestions from other agencies should be conducted to collect data to analyze trends and improve service efficiency.

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