

BEHAVIOR AND SATISFACTION WITH GENERAL DISBURSEMENT DOCUMENT SUBMISSION OF GRADUATE SCHOOL PROGRAMS SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This research aims to analyze two main aspects: the behavior and satisfaction of graduate programs regarding general disbursement.

The research findings revealed that:

1. The behavior of graduate programs in general disbursement was identified.
2. The satisfaction of graduate programs with the performance of general disbursement procedures was determined.
3. The processes and solutions for addressing issues related to the general disbursement procedures of graduate programs were identified.
4. The findings can be applied to improve the procedures for handling general disbursement documents.

The graduate programs expressed a high level of satisfaction with the submission of general disbursement documents and the overall procedures. It is recommended that these procedures be implemented in practice to maximize benefits for the faculty and university. To achieve this, teamwork, participation, and the opportunity for all involved parties to provide input and take action are essential.

Keywords: behavior, satisfaction, disbursement

Introduction

Suan Sunandha Rajabhat University is a renowned and attractive institution for students seeking higher education. As one of the top Rajabhat universities in Thailand, it is crucial to ensure efficient operations through the judicious use of resources to maximize benefits. This involves streamlining processes, reducing processing time, and eliminating outdated or unnecessary tasks.

University administration must focus on enhancing public administration quality and organizational development to improve overall system efficiency and effectiveness. A crucial component in driving organizational success is the workforce. Suan Sunandha Rajabhat University classifies its personnel into two categories: academic and support staff. The support staff plays a vital role in achieving the university's goals. Kongsil, W.& Thubhiranrak, T. (2018)

The Graduate School, operating under Suan Sunandha Rajabhat University, and the finance and accounting department, a unit within the university's Finance Division, are responsible for disbursement processes. The finance and accounting staff play a significant role in overseeing these processes. However, many staff members often make errors in

documentation or misunderstand disbursement regulations, requiring frequent inquiries and requests for clarifications. To address these issues, the finance and accounting department decided to conduct a survey to identify problems and their causes in order to improve operational efficiency and ensure that those responsible for disbursements are aware of the importance of their work.

Personnel and various departments are essential factors in driving the university towards its objectives. Financial staff, in particular, must possess the necessary skills and understanding of operational procedures to ensure compliance with university regulations. The Graduate School, as a key component of the university, plays a crucial role in driving institutional progress. Therefore, the researcher recognizes the importance of studying general disbursement procedures and gathering feedback from graduate programs regarding their satisfaction with the financial services provided. This information will be used to improve processes and ensure their effectiveness.

Research Objective

1. To study the disbursement behaviors of graduate programs.
2. To examine the level of satisfaction of graduate programs.
3. To explore the opinions of graduate programs.

Literature Review

The research related to the variables of the study was explored from various academic documents and research. This chapter is divided into four sections:

Section 1: Demographics

Section 2: Consumer/User Behavior

Section 3: Consumer/User Satisfaction

Section 4: Related Research/Literature

Siriwan Sereeran and colleagues (2007, pp. 57-59) stated that demographic characteristics such as age, gender, family size, marital status, income, occupation, and education are commonly used criteria for market segmentation. Demographics are crucial and measurable population statistics that help define target markets and are easier to measure than other variables. Key demographic variables include:

Sex: Females and males tend to have different attitudes and behaviors.

Age: Different age groups have different preferences and tastes. As people age, their preferences change, and there are products that can cater to the specific needs of each age group.

Marital status: Historically and currently, family characteristics have been a major focus of marketing efforts. The number and characteristics of individuals in a household consuming a particular product are of great interest to marketers. Marketers are also interested in considering the demographics and media structure related to household decision-makers to help develop appropriate marketing strategies.

Income, education, and occupation: These variables are crucial in determining market segments. Generally, marketers are interested in affluent consumers. However, low-income households represent a large market. A significant challenge in segmenting markets based solely on income is that income indicates the ability to pay but not necessarily the actual purchase. Actual purchasing behavior may be influenced by lifestyle, taste, occupation, education, etc. Even though income is a frequently used variable, most marketers combine it with other demographic or psychographic variables to define target markets more precisely.

Consumer behavior analysis (Kotler, 1997, p. 171) is the process of exploring consumer buying behavior to understand consumer needs. By asking questions and analyzing the

answers, marketers can develop marketing strategies that effectively meet consumer satisfaction. The questions used to explore consumer behavior are the 6 Ws and 1 H, which are: Who, What, Why, When, Where, and How. These questions help to find answers to the 7 Os: Occupants, Objects, Objectives, Organizations, Occasions, Outlets, and Operations.

Siriwan Serirat (2003) defined consumer behavior analysis (Analyzing Consumer Behavior) as the study or research of consumer buying and usage behavior. The goal is to understand consumer needs, buying behaviors, and usage patterns. The results of such analysis enable marketers to develop marketing mix strategies (Marketing Mix) that effectively meet consumer satisfaction.

Wanithap Sinsoongsud (1990: 40) stated that satisfaction refers to the ability of a product to satisfy a customer. This satisfaction occurs after purchasing a product or service and is dependent on the perceived performance of the product. If the perceived performance meets or exceeds customer expectations, the customer is satisfied. However, if the perceived performance falls short of customer expectations, the customer is dissatisfied.

Ministry of Finance Regulation on Government Reserve Funds, B.E. 2547 (1994). Ministry of Finance Regulation on Government Procurement and Asset Management, B.E. 2560 (2017). Ministry of Finance Regulation on Reimbursement of Official Travel Expenses, B.E. 2550 (2007). Ministry of Finance Regulation on Reimbursement of Official Travel Expenses (No. 2), B.E. 2554 (2011)

Narirat Khamkay (2017) studied the budget disbursement and measures to enhance budget utilization, using the Department of Foreign Trade as a case study. The study found that the Department of Foreign Trade was able to disburse its operating budget according to the targets set in the budget utilization enhancement measures in 2016 and 2017. However, other expenses and investment budgets could not be disbursed as targeted in the budget utilization enhancement measures from 2015 to 2017. Therefore, it is necessary to consider adjusting the budget management approach to expedite budget disbursement in accordance with the budget utilization enhancement measures.

Favia Dawsorn and Bundit Phrapatanporn (2023) Study about The Impact of Service Quality on Consumer's decision to Use the Service offered by Prince Mahidol Hall Conference Center at Mahidol University (Salaya Campus). The research results found that According to the findings, the service user demographic primarily consisted of females aged 19-23 years old, who were undergraduate students. On average, these individuals availed the services approximately seven times per month. Notably, the car park emerged as the most frequently utilized area. Furthermore, recommendations from others emerged as the most significant source of information for the users. The hypothesis testing of individual factors revealed that differences in education levels significantly affected the decision to use the service offered by Prince Mahidol Hall Conference Center at Mahidol University at a statistical level of 0.01. Furthermore, the quality of service in terms of empathy and tangibility influenced the decision to use the service at a statistical significance level of 0.01.

Research Methods

1. Content Scope

The research team has defined the content scope by setting demographic information, including gender, age, and service usage behavior, as the independent variables, while general disbursement satisfaction is defined as the dependent variable.

2. Population Scope

The population for this study includes staff and faculty members of the program, with the exact number known.

3. Time Scope

The study spans from July 2023 to August 2024, totaling 12 months.

This research is a quantitative study. The sample consists of 85 faculty and staff members who use the general disbursement document submission service. A convenience sampling method was used. The research instrument is a questionnaire divided into four parts: 1) general information about respondents, 2) service user behavior regarding general disbursement document submission using a 5-point Likert scale, 3) satisfaction with the general disbursement document submission service using a 5-point Likert scale, and 4) additional suggestions and comments. Parts 2 and 3 use a 5-point Likert scale. Data analysis will be conducted using mean, standard deviation, and multiple regression analysis

Results

Mean and standard deviation of satisfaction level with general document submission services. Data was analyzed by calculating the mean (\bar{x}) and standard deviation (S.D.) using Best's interpretation criteria (Best, 1986, p. 182) as follows:

	\bar{x}	S.D.	Results
1. Service process/procedure			
1.1 The service process/procedure is explained clearly and concisely.	4.56	.516	Highest
1.2 The service process is simple and straightforward.	4.32	.950	High
1.3 Easy, quick, and punctual.	4.41	.618	High
1.4 Offering equal service to all customers based on a queue system (first-come, first-served basis).	4.41	.618	High
Average	4.43	.676	High
2. Service personnel			
2.1 Offering courteous service.	4.81	.588	High
2.2 Delivering service with care, enthusiasm, and readiness.	4.59	.618	Highest
2.3 Has the knowledge and ability to provide services such as answering questions, giving advice, and solving problems	4.54	.822	Highest
2.4 Performs their duties with integrity, not expecting any favors in return.	4.54	.624	Highest
Average	4.52	.663	Highest
3. Facilities			
3.1 The place is conveniently located and suitable for service.	4.53	.625	Highest
3.2 The signage for service areas/information counters is clear and comprehensible.	4.47	.614	High
Average	4.50	.620	Highest
4. Quality of service			
4.1 Received the service that fulfilled their requirements.	4.51	.817	Highest
4.2 Received good value for the service	4.29	.686	High
4.3 Overall service performance	4.76	.562	Highest
Average	4.52	.688	Highest
Total Average	4.52	.662	Highest

A total of 85 service users reported the highest level of satisfaction ($\bar{x} = 4.52$, S.D. = .662).

Regarding the disbursement process...of the graduate school, it was found that the operational system, knowledge and skills, and management style significantly influenced the graduate school's satisfaction with the disbursement process at a statistical significance level of 0.05.

Discussion

The study on "Behavior and Satisfaction with General Disbursement Document Submission Services of Graduate Programs at Suan Sunandha Rajabhat University in the Academic Year 2024" found that the level of satisfaction with the general disbursement document submission services was analyzed using mean (\bar{x}) and standard deviation (S.D.), with Best's interpretation criteria. The results showed that the overall satisfaction level with the disbursement service was highest in four aspects, with a mean and a standard deviation indicating a very high level of satisfaction ($\bar{x} = 4.52$, S.D. = .662). Service users were most satisfied with the service providers, who were found to be clear in explaining procedures, attentive, proactive, knowledgeable, and honest. In terms of facilities, the location was convenient and suitable for service access. Regarding service quality, the services met the needs of users and the overall satisfaction level was highest for service providers, service quality, and facilities, followed by service process/procedures and facilities, respectively. These findings are consistent with those of Sopa Thong-in (2008).

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