

## **FACTORS AFFECTING SATISFACTION WITH REGISTRATION AND ASSESSMENT SERVICES FOR GRADUATE STUDENTS AT SUAN SUNANDHA RAJABHAT UNIVERSITY**

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### **Abstract**

The study on factors affecting the satisfaction with registration and evaluation services among graduate students at Suan Sunandha Rajabhat University aims to investigate two main objectives: to assess the satisfaction level of graduate students with the registration and evaluation services and to explore the factors influencing these services for graduate students at the Graduate School of Suan Sunandha Rajabhat University. The population used in this study consisted of 30 graduate students from Suan Sunandha Rajabhat University. Data were collected using questionnaires, and the statistics used for data analysis included percentage, mean, and standard deviation.

The survey results from 30 respondents revealed that the majority were female, with 24 respondents accounting for 80%, while 6 were male, making up 20%. Most respondents were aged 30-40, with 21 people (70%), followed by those under 30, with 6 respondents (20%), and 3 respondents aged 41-50 (10%). Regarding education levels, most had a master's degree (28 respondents, 93.3%), while 2 had a doctoral degree (6.7%). The satisfaction with the registration and evaluation services was found to be at the highest level, with an average score of 4.28. When analyzed by category, all aspects had the highest average scores, as follows: equality of service (4.32), timely service (4.28), progressive service (4.28), sufficient service (4.25), and continuous service (4.24). In the aspect of equality of service, the average score was 4.32. All specific items were rated at the highest level, including: staff enthusiasm and attentiveness (4.47), service orderliness (4.27), and staff friendliness (4.23). For timely service, the average score was 4.32, with the same items rated highly: staff attentiveness (4.47), orderliness (4.27), and friendliness (4.23). The sufficient service aspect scored 4.25, with items such as adequate facilities (4.30), suitable service locations (4.23), and appropriate atmosphere and lighting (4.23).

The continuous service aspect had an average of 4.24, with high scores for staff listening patiently and politely (4.27), clear communication about registration and evaluation (4.23), and understandable forms (4.23). Lastly, the progressive service aspect scored 4.28, with high ratings for efficient use of resources (4.30), continuous staff learning (4.27), and ongoing service improvements (4.27).

**Keywords:** Development, Model, Algorithm

## Introduction

The education and assessment of graduate students are crucial processes in the education system that help ensure effective teaching and learning, while appropriately addressing the needs of both students and institutions. As such, registration and assessment services are highly significant and have a direct impact on student satisfaction. In the development of graduate education, registration and assessment are key processes that ensure teaching follows established standards. These processes include everything from student enrollment, course selection, exam participation, to the issuance of certificates. Technological changes: Modern technology has played an important role in service delivery, such as through online registration management systems and automated assessment systems, making various processes more convenient and faster. However, there may be challenges in adapting to and using these technologies, which can affect student satisfaction. Improving student satisfaction in registration and assessment services impacts learning and academic success. Good services help students access the information they need quickly and easily, reducing complications and minimizing potential errors. Reducing management issues: Efficient services help decrease errors in assessment and registration management, such as incorrect data entry or disputes regarding academic results, which can affect student satisfaction and institutional operations. Creating a positive experience: Student satisfaction in various processes helps create a good and fulfilling educational experience. This is a key factor in building a positive reputation for the institution, as well as helping the institution retain current students and attract new ones.

Therefore, in this research, the researcher recognizes the importance of improving the registration and assessment services at the Graduate School of Suan Sunandha Rajabhat University. The objectives of the research are as follows: 1. To study the satisfaction of graduate students with the registration and assessment services provided by the Graduate School of Suan Sunandha Rajabhat University. 2. To provide guidelines for improving the registration and assessment services of the Graduate School, ensuring that graduate students who use these services experience increased satisfaction with the registration and assessment process.

## Research Objectives

1. To study the level of satisfaction of graduate students with the registration and assessment services provided by the Graduate School of Suan Sunandha Rajabhat University.
2. To examine the factors that influence the registration and assessment services provided by the Graduate School of Suan Sunandha Rajabhat University.

## Scope of The Research

### 1. Population Scope

This research is a quantitative study. The population consists of graduate students at Suan Sunandha Rajabhat University. The sample group for this research includes 42 graduate students who have used the registration and assessment services.

### 2. Content Scope

The research uses a questionnaire as the primary tool, developed based on concepts, theories, and related research on improving the curriculum review process at the Graduate School of Suan Sunandha Rajabhat University. The study focuses on the following variables.

### 3. Independent Variables

The independent variables in the study include gender, age, and position. The sample group was randomly selected, as the exact population size was unknown. The sample size was calculated using the formula  $n = Z^2 / 4E^2$  (Kallayavanichbancha, 2002, p. 26), resulting in 40

sample participants from a total of 42, with a confidence level of 95% and an error margin not exceeding 5%. The population and sample for this research consist of 40 graduate students.

#### 4. Geographical Scope

The research is focused on the Graduate School of Suan Sunandha Rajabhat University.

### Literature Review

The research on the factors affecting satisfaction with the registration and assessment services for graduate students at Suan Sunandha Rajabhat University involved a review of relevant documents and studies, which are presented under the following topics

1. Related Literature
  - 1.1 Concepts of Job Satisfaction
  - 1.2 Concepts of Service
2. Related Research
3. Framework of the Research

### Concepts of Job Satisfaction

Araya Niraspai (2018) conducted a study on factors influencing student satisfaction with services provided by the Registration and Evaluation Office at Siam University. The research findings showed that the majority of respondents were female undergraduate students in the Faculty of Business Administration. Overall, they rated the importance of factors influencing their satisfaction with the services provided by the Registration and Evaluation Office at a high level, while their overall satisfaction was at a moderate level. Hypothesis testing revealed four independent variables significantly affecting student satisfaction: 1) service environment, 2) service quality, 3) service timing, and 4) service convenience, with a statistical significance level of 0.05.

Thatch Khanprasith (2020) studied foreign student satisfaction with educational services at Burapha University. The objectives were 1) to assess the satisfaction of foreign students with Burapha University's educational services and 2) to identify challenges foreign students face regarding these services. The population included foreign students enrolled at Burapha University. A questionnaire was used to collect data, analyzed with frequency, percentage, arithmetic mean, standard deviation, an independent samples t-test, and one-way ANOVA. Findings indicated that the majority of respondents were female, aged 21–25, undergraduate students with an average monthly income of 15,001–25,000 baht. Foreign student satisfaction with educational services was generally high, with educational services, academic support, facilities, and other educational services rated from highest to lowest. Hypothesis testing showed significant differences in satisfaction based on monthly income, while factors such as gender, age, and education level did not influence satisfaction.

Sarinee Rungreung (2021) conducted a study on student satisfaction with the Registration and Evaluation Office at Attawit Business College. The 2021 survey found high satisfaction levels. The highest average satisfaction was in the service provision category, such as diploma processing and course registration (average = 4.36), while the lowest was in clarity and simplicity of service procedures (average = 4.30).

Rungnapa Suntornsaratoon, Phanpanach Chanha, and Somkiat Thaipreecha (2023) examined student satisfaction with registration services at the Kasetsart University Kamphaeng Saen Campus Administrative Education Office. The research revealed that 1) students had a high overall satisfaction level (mean = 3.61) across five service categories, ranked as follows: advanced service (mean = 3.68), sufficient service (mean = 3.64), equitable service (mean = 3.62), timely service (mean = 3.59), and continuous service (mean = 3.55). 2) Satisfaction

differences were not statistically significant across gender and age, but students from different faculties had significantly different satisfaction levels.

### **Concepts of Service**

Nantthanaphas Atsawanathagorn (2021) studied the influence of service quality in the Student Development Division, Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, on student satisfaction. Findings indicated no significant difference in student satisfaction based on gender, age, study level, or GPA, except for students in different majors, who had significantly different levels of satisfaction at a 0.05 significance level. Multiple regression analysis showed that service quality positively influenced user satisfaction, with statistically significant impacts in the following areas: responsiveness ( $\beta=0.25$ ), understanding users ( $\beta=0.20$ ), providing assurance ( $\beta=0.19$ ), reliability ( $\beta=0.17$ ), and service tangibility ( $\beta=0.11$ ), explaining 62.4% of user satisfaction ( $R^2=0.624$ ).

### **Research Related**

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 Methodology**

In the research study on “Factors Affecting Satisfaction with Registration and Assessment Services for Graduate Students at 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 study consists of graduate students from the Graduate School of Suan Sunandha Rajabhat University.
- The sample used in this research consists of 30 graduate students.
- Collect data from the sample group, analyze and verify the data to be a guideline for publishing the research article.

1.2 Data was collected from the sample group, analyzed, and reviewed as 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 tools used in this data collection are questionnaires, which have the following steps in creating the tools:

2.1 Study and research data from textbooks, documents, and related research to be a guideline in creating the questionnaires.

2.2 The research tools are questionnaires that the researchers have created to cover the research objectives. The questionnaires are divided into 2 parts as follows:

Part 1: Questionnaires about demographic characteristics, sample groups, including gender, age, and education level. Each question shows the types of data as follows:

- Question 1: Gender is a nominal scale.
- Question 2: Age is an ordinal scale.
- Question 3: Education level is a nominal scale.

Part 2: Questionnaire about satisfaction with parcel service is a closed-ended question using a rating scale with 5 levels of answers. There are criteria for determining the weight of the evaluation to rank the average score in different score ranges according to the Likert scales using a calculation formula. The width of the class interval = highest – lowest score divided by the number of classes. It can be divided into 5 levels as follows:

Rating Level	Comment Level
5	Most
4	Much
3	Moderate
2	Less
1	Least

Interpretation criteria for grading the average opinion score of the interpretation, which is the result of calculation using the formula for finding the width of the class interval as follows:

$$\begin{aligned} \text{Width of the class interval} &= \text{Range/Number of classes} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

Comment Level	Score Level
Most	4.21 – 5.00
Very	3.41 – 4.20
Moderate	2.61 – 3.40
Less	1.81 – 2.60
Least	1.00 – 1.80

## 3. Data collection

This research collected data in 2 parts:

3.1 Primary Data: This data is gathered from questionnaires. The researcher distributed the questionnaires and collected all data personally, totaling 30 copies from the sample group, which is not the actual sample group. The researcher checked the returned questionnaires and selected only the complete ones, then coded the data for processing using statistical software.

3.2 Secondary Data: This involves studying documents, research papers, theses, articles, theories, principles, and related research, such as academic documents and websites, to provide supplementary information for the research.

#### 4. Data analysis and statistics

Data analysis using ready-made statistical programs as follows:

##### 4.1 Descriptive Statistics is used in data analysis as follows:

Percentage and frequency are used with variables that have group measurement levels, such as demographic factors, including gender, age, and education level.

##### 4.2 Mean and standard deviation

### Research Results

The analysis results from the research titled "Factors Affecting Student Satisfaction with Registration and Assessment Services at the Graduate School of Suan Sunandha Rajabhat University" show that the researcher collected data and verified the information in the questionnaires. It was found that the collected data was complete and could be analyzed according to the established objectives. The researcher defined various symbols and abbreviations used in the data analysis, which can be presented as follows:

#### Part 1

1. The general information of the 30 respondents indicated that the majority were female, with 24 individuals (80.0%), while males accounted for 6 individuals (20.0%). Regarding age, most respondents were between 30 and 40 years old, totaling 21 individuals (70.0%). This was followed by those under 30 years old, with 6 individuals (20.0%), and those aged 41 to 50 years, totaling 3 individuals (10.0%). In terms of educational level, the majority of respondents held a master's degree, with 28 individuals (93.3%), followed by those with a doctoral degree, totaling 2 individuals (6.7%).

#### Part 2

2. The analysis of the overall satisfaction level with the registration and evaluation services for graduate students at Suan Sunandha Rajabhat University indicates a very high level of satisfaction, with a mean score of 4.28. When examining individual aspects, all areas also scored at the highest level, as follows: equality in service (4.32), timely service (4.28), progressive service (4.28), sufficient service (4.25), and continuous service (4.24).

2.1 The analysis of the satisfaction level regarding equality in the registration and evaluation services for graduate students at Suan Sunandha Rajabhat University shows a very high level, with a mean score of 4.32. When examining individual items, all scored at the highest level, as follows: the staff demonstrate enthusiasm and care in their service (4.47), the staff provide services in a timely manner (4.27), and the staff serve with a cheerful demeanor (4.23).

2.2 The analysis of the satisfaction level regarding equality in the registration and evaluation services for graduate students at Suan Sunandha Rajabhat University shows a very high level, with a mean score of 4.32. When examining individual items, all scored at the highest level, as follows: the staff demonstrate enthusiasm and care in their service (4.47), the staff provide services in a timely manner (4.27), and the staff serve with a cheerful demeanor (4.23).

2.3 The analysis of the satisfaction level regarding the adequacy of registration and evaluation services for graduate students at Suan Sunandha Rajabhat University shows a very high level, with a mean score of 4.25. When examining individual items, all scored at the highest level, as follows: sufficient facilities for service provision (4.30), appropriate service buildings and locations (4.23), and suitable atmosphere and lighting (4.23).

2.4 The analysis of the satisfaction level regarding the continuity of registration and evaluation services for graduate students at Suan Sunandha Rajabhat University shows the highest level, with a mean score of 4.24. When examining individual items, all scored at the highest level, as follows: staff calmly and politely listen to problems or inquiries (4.27), clear communication in providing registration and evaluation services to students (4.23), and clear and easily understandable request forms (4.23).

2.5 The analysis of the satisfaction level regarding the advancement of registration and evaluation services for graduate students at Suan Sunandha Rajabhat University shows the highest level, with a mean score of 4.28. When examining individual items, all scored at the highest level, as follows: the efficient use of the agency's resources (4.30), continuous learning by service staff (4.27), and ongoing improvement and development of services (4.27).

## Discussion

The analysis of the overall satisfaction level regarding the registration and evaluation services for graduate students at Suan Sunandha Rajabhat University indicates the highest level of satisfaction. Each aspect also scored at the highest level, including: equal service, timely service, progressive service, sufficient service, and continuous service. This finding aligns with the research by Rungnapa Sunthorasartoon, Phannaphan Janha, and Somkiat Thaipreecha (2023), which studied the satisfaction of students towards the registration services of the Educational Administration Office at Kasetsart University, Kamphaeng Saen Campus. The research found that the overall satisfaction of students towards the registration services was high, with five aspects categorized as high satisfaction, ranked from highest to lowest as follows: progressive service, sufficient service, equal service, timely service, and continuous service

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