

## **SATISFACTION OF SERVICE RECIPIENTS WITH THE SERVICE OF THE WORK TO BE CONSIDERED FOR ETHICAL CONSIDERATION OF HUMAN RESEARCH, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY**

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### **Abstract**

This research aimed to study the satisfaction and needs of those who received services for requesting ethical consideration of human research. The sample group used in this research was 70 students who requested services for requesting ethical consideration of human research. The research instrument was a questionnaire. The statistics used for data analysis were descriptive statistics, including frequency, percentage, mean, and standard deviation. The results of the research found that the majority of the sample group was female, 49 people, aged between 31-40 years, 42 people were single, and had an income between 25,000-30,000 baht. The satisfaction of the service recipients with the service of the Human Research Ethics Review Office found that overall, it was at the highest level ( $\bar{x} = 4.54$ , S.D. = 0.052). The most satisfied aspect was the service quality ( $\bar{x} = 4.63$ , S.D. = 0.056), followed by the facilities ( $\bar{x} = 4.54$ , S.D. = 0.167), personnel ( $\bar{x} = 4.53$ , S.D. = 0.103), service system ( $\bar{x} = 4.52$ , S.D. = 0.034), and service process ( $\bar{x} = 4.46$ , S.D. = 0.123), respectively.

**Keywords:** Satisfaction of Service, Ethical Consideration, Human Research

### **Introduction**

Thailand has entered the global trend of change that has resulted in changes in the economic system and society. The continuous economic growth has created opportunities for many types of businesses, including improving people's lives. It can be seen that modern consumers have a greater need for products and services to meet their needs, which has led to a great deal of competition in the current business industry. Whether it is a business related to the product or not, they have turned to compete more in terms of customer service, focusing on creating maximum satisfaction by using different sales, marketing, and after-sales services to attract customers to choose to use the service (Thongchai Santiwong, 1989, p. 20). The ultimate goal of providing service is to create customer satisfaction so that customers are satisfied and come back to use the service continuously. Service businesses will be successful and have stability in their operations smoothly. Understanding customer satisfaction and needs in service will make you realize the value of creating personal satisfaction in terms of service. Whether it is the youngest business or a large industry, there are elements of sales and service goals to expand the customer base, both old and new customers. Therefore, service recipients are a very important factor influencing the operation of service businesses. For a service business to be successful, it is very important to have knowledge and understanding of service recipients because the key to success in service work is: Customer satisfaction with the service.

Customers receive services according to their needs and can effectively respond to customer needs (MHE Demag.2007: 1-5).

Employees are an important resource of the organization and are considered the most important factor in managing the organization to be able to work and achieve its goals. Therefore, one important task of the administrator is to take care of and motivate all workers to work efficiently. The workers must work to meet the needs of the organization. The efficiency of each person's work is different even though they have equal abilities and are in the same environment. One thing that determines his behavior and performance is the satisfaction in his work that is appropriate for the needs of the employees and in line with the objectives of the organization (Kraphat Charoensuk, 2009: 1).

From the above, the researcher is interested in studying the satisfaction of service recipients towards the service of the Human Research Ethics Review Project in order to improve the service in the future.

### **Research Objectives**

To study the satisfaction and needs of service recipients requesting ethical consideration of human research.

### **Scope of the Research**

#### **1. Population Scope**

The population used in this research was 70 graduate students from Suan Sunandha Rajabhat University. Simple random sampling was used.

#### **2. Content Scope**

The study of satisfaction of service recipients requesting ethical consideration of human research has studied and collected data, divided into the following categories:

- 1) Personal factors
- 2) Satisfaction of service recipients requesting ethical consideration of human research
- 3) Other recommendations

#### **3. Area Scope**

Graduate School, Suan Sunandha Rajabhat University

### **Literature Review**

The research on "Satisfaction of Service Recipients with the Service of the Work to be Considered for Ethical Consideration of Human Research, Graduate School, 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 satisfaction**

Satisfaction or satisfaction is equivalent to the English word "Satisfaction". Some people have defined satisfaction as follows:

Somma Pianthon (2008: 4-6) said that satisfaction is a feeling, thought or attitude that is abstract and cannot be seen in any form. When a person's needs are met, he or she will feel happy and satisfaction is something that determines the behavior of the person which affects the choice to perform that activity.

Wilson (2008) stated that customer satisfaction leads to customer loyalty, good recommendations and repeat purchases.

From the definition of satisfaction, it can be seen that satisfaction means the feeling, opinion or attitude of a person who receives a service and receives a response that meets expectations or exceeds expectations of the person.

### **Concepts and theories related to service**

Service is the process of delivering services from the service provider to the service recipient. Therefore, service is an important part of the service business by reaching what customers expect and responding to the needs of service recipients leading to satisfaction. Some people define service as follows:

Weeraphong Chalermjirarat (2010) stated that service means something that is intangible, intangible, and impermanent, something that deteriorates quickly. Service arises from the actions of the service provider by delivering the service to the service recipient or customer to use that service immediately or almost immediately after the service is provided.

Kotler (2010) stated that service means any action that one group of people can offer to another group of people, which is intangible and does not result in ownership of anything, with the goal and intention of delivering that service. Such action may or may not include tangible products. In summary, service means the expression of actions that one party offers to another party, with such process involving tangible or intangible products to meet the needs of service recipients, leading to the highest satisfaction according to expectations or more than expectations.

### **Human Research Ethics**

Thailand does not have specific legal provisions regarding human experimentation. However, those involved in human research should accept and comply with the universal ethical principles of human research that have been practiced for a long time.

Ethics means appropriate practices that are accepted by groups of people or society to adhere to in accordance with international principles and do not conflict with local cultures and traditions (Thompson: 1987). Human research means a systematic study process to obtain knowledge about health or medical science that is done to the body or mind of the participants in the research or that is done to the cells, cell components, materials, tissues, secretions, genetic material, medical records or health information of the participants in the research. It also includes studies in social sciences, behavioral sciences and humanities, which are often interviews or questionnaires or use humans to provide information and opinions, even if the information is recorded in a database that is not directly provided (Wichai Chokwiwat: 1998).

### **Related research**

Suwanna Phiramana (2017) studied satisfaction, trust, and service quality that affected word-of-mouth among JSK customers. The results of the study found that customers were most satisfied with the products, followed by distribution channels, price, and promotion. For trust in JSK, customers had the highest level of trust. When considering service quality, reliability had the highest quality, followed by confidence building, responsiveness, and customer care. Word-of-mouth had the highest quality.

Somyos Niwlai1 and Bandit Phratharnporn studied the satisfaction of service recipients regarding the services provided by Suan Sunandha Rajabhat University in the fiscal year 2018. Service satisfaction is the foundation for a happy work environment and fosters employee loyalty. The objective of this research was to study the conceptual framework of service recipient satisfaction towards the services provided by Suan Sunandha Rajabhat University in the fiscal year 2018.

Sawitri Pichayachai and Natcha Puangsombat (2019) conducted a study on the use of parcel services by personnel at the International College, Mahidol University. The research results found that the average satisfaction with receiving parcel services in various aspects of the majority of the sample group as a whole was at a moderate to high level. And when studying the relationship between demographic factors and satisfaction with receiving parcel services in various aspects

## **Research Methodology**

In the research study on “Satisfaction of Service Recipients with the Service of the Work to be Considered for Ethical Consideration of Human Research, Graduate School, 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 70 graduate students from Suan Sunandha Rajabhat University. 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 of Service Recipients with the Service of the Work to be Considered for Ethical Consideration of Human Research, Graduate School, 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:

Personal factors of the respondents found that most of the respondents were female, 49 people, or 70.00 percent, aged between 31-40 years, or 50.00 percent, single, 42 people, or 60.00 percent, had an income between 25,000 - 30,000 baht, or 61.43 percent, and were master's degree students, 41 people, or 58.57 percent, respectively.

The satisfaction of service recipients towards the service of the Human Research Ethics Review Service is presented with the mean, standard deviation and the interpretation of the level of opinion according to the specified criteria. Details are shown in Table 1.

Table 1 Mean and standard deviation of service recipient satisfaction classified by area

Satisfaction	$\bar{x}$	S.D.	Interpretation
Human resources	4.53	0.103	Most
Service system	4.52	0.034	Most
Service quality	4.63	0.056	Most
Facilities	4.54	0.167	Most
Service process	4.46	0.123	a lot
<b>total</b>	<b>4.54</b>	<b>0.052</b>	<b>Most</b>

From Table 1, it was found that the satisfaction of service recipients towards the service of the Human Research Ethics Review Service was found to be at the highest level overall ( $\bar{x} = 4.54$ , S.D. = 0.052). The aspect with the highest satisfaction was the service quality ( $\bar{x} = 4.63$ , S.D. = 0.056), followed by the facilities ( $\bar{x} = 4.54$ , S.D. = 0.167), personnel ( $\bar{x} = 4.53$ , S.D. = 0.103), service system ( $\bar{x} = 4.52$ , S.D. = 0.034), and service process ( $\bar{x} = 4.46$ , S.D. = 0.123), respectively.

## Discussion

Satisfaction of service recipients with the service of the Human Research Ethics Review Request, Graduate School, Suan Sunandha Rajabhat University, found that overall, it was at the highest level. The items with the highest level of satisfaction were service quality, followed by facilities, personnel, service system, and service process. This is consistent with the research of Huanming Chen and Pordee Sukphan (2020) who studied the service marketing mix factors affecting the decision to choose to use the infertility treatment center in Bangkok. The results of the study found that the service marketing mix factors affecting the decision to choose to use the infertility treatment center in Bangkok were found to be at a high level in all aspects. It can predict the decision to choose to use the infertility treatment center in Bangkok by 40.20 percent and has a forecast error of 0.045.

## Recommendations

1. The next study may increase the sample size 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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