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STUDENT SATISFACTION WITH THE SERVICES OF THE EDUCATIONAL ADMINISTRATION PROGRAM GRADUATE SCHOOL SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

The purpose of this study was to investigate students' satisfaction with the service provided by the Department of Educational Administration, Graduate School, Suan Sunandha Rajabhat University. This research is quantitative research. The results showed that the majority of the sample were female, accounting for 76.67 percent, followed by males, accounting for 23.33 percent, most of whom were 31-40 years old, accounting for 43.33 percent, 33 having marital status, accounting for 51.67 percent, and having an average monthly income of 25,001-35,000 baht, accounting for 51.67 percent. Classified according to the nature of service in various aspects of service process/procedure, staff service, convenience channels, and service quality. Students are most satisfied with the service provided by the major. The average value is 4.56.

Keywords: services, satisfaction, Educational Administration program

Introduction

At present, various technologies have played a greater role in all sectors of society, including agriculture and industry, service industry, trade, tourism and hotels, as well as businesses that are currently gaining attention or are considered important businesses that affect the country's economic system, namely the health industry. This is because Thailand has entered the "Globalization Era", an era of rapid development of communication, transportation and information technology, resulting in a fast-paced life under pressure and intense competition in society, as well as pollution and environmental problems that contribute to global warming. These problems have resulted in Thailand currently having significantly higher rates of illness and death, classified by causes that are important to the country.

Nowadays, every organization has developed its work system to adapt to and keep up with the changing times in order to be a leader in various aspects, whether it is using modern technology to stay ahead of competitors. However, what cannot be avoided is providing services, which means providing assistance or taking action for the benefit of others. With good service, service recipients will be impressed and appreciate the organization, which is a good thing that will benefit our organization as well. Behind the success of almost every job, service work is often found to be a tool to support various tasks, such as public relations work, secretarial work, academic services, etc. Therefore, if the service system is good, service recipients will be impressed, which is the face of the organization, making the organization's image good as well (Tripet Ammuang, 2012).

In addition, service work is a tool to support various aspects of work, such as public relations, academic services, services, finance and accounting, etc. Another important factor for operations is personnel or personnel, which is the heart of the organization's efficiency

development. Individuals must be efficient in their work. Therefore, the personal elements that lead to the development of work efficiency include philosophy and ideology, personality, needs, values, life and work goals, self-exploration, the ability to overcome obstacles in work, and building self-confidence, etc. If any organization can manage human resources to achieve maximum benefit, it will create progress for the organization. The need for morale and satisfaction are the key to enhancing work efficiency (Somkid Bangmo, 2015). If the organization can create satisfaction in work, attitudes or feelings of individuals towards the work performed to meet the needs of the organization, and there should be regular monitoring to see whether the results of work according to the planning process are in line with the objectives, efficient, and have any shortcomings that should be corrected, in order to see problems and find ways to solve problems and improve work (Smit Satchukorn, 2010). Therefore, good service will impress and delight service recipients, which is beneficial to both the recipient and the service provider, and creates a good image for the agency and the organization. In general, personnel in the organization want the organization to progress. Operations should achieve the organization's goals or objectives, which is considered efficient. Therefore, the researcher is interested in studying the satisfaction of students towards the services of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University, in order to improve the services in the future.

Research Objectives

To survey the satisfaction of students towards the services of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University.

Scope of the Research

1. Population Scope

The population used in this research was 60 graduate students in the field of Educational Administration at Suan Sunandha Rajabhat University.

2. Content Scope

The study of student satisfaction towards the services of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University, has studied and collected data, divided into the following categories:

- Personal factors
- Service recipient satisfaction
- Service procedures

3. Area Scope

Department of Educational Administration, Graduate School, Suan Sunandha Rajabhat University

Literature Review

The research on “Student satisfaction with the services of the Educational Administration program Graduate School Suan Sunandha Rajabhat University”, the researcher studied documents and related research and presented them according to the following topics.

Related literature

- Theoretical concepts of satisfaction
- Factors affecting satisfaction with services

Theoretical concepts of satisfaction

Satisfaction is an important factor affecting the success of the work that effectively achieves the goal. It is a result of being responded to the motivation or needs of each person in the way he wants. Someone has defined the word "satisfaction" as follows: Supalak Chaianan (1997: 17) defined satisfaction as a personal feeling of happiness or pleasure in having the needs that are missing or that cause imbalance. Satisfaction is something that determines the behavior that a person will show, which affects the choice to do any activity. Therefore, the elderly can conclude that satisfaction means a feeling of acceptance, a feeling of liking, a feeling of pleasure in working, both in providing services and receiving services in all situations, all places.

Factors affecting service satisfaction

Factors affecting service satisfaction refer to incentives used as a tool to stimulate individuals to be satisfied and create more positive feelings. Service recipients' satisfaction is something that service recipients will express positively or negatively towards what they receive from the service and the service presentation compared to what they expected, which can change according to environmental factors and situations that occur.

During the service, the service provider must realize that he/she plays an important role in creating service satisfaction. The service provider must take into account the service recipient as important. The behavior shown in the service must be shown with full interest and care with a sense of service. The service provider aims for the efficiency of the service system to increase flexibility and the ability to respond to needs accurately, conveniently, quickly and with quality.

Related research

Kanoknak Hongsakul (2012, Abstract) studied the factors affecting the quality of autopsy services in regional hospitals, Ministry of Public Health. The research results found that 1) the overall quality of autopsy services in regional hospitals is at a high level. 2) The opinions of the public who receive services and the service staff differ significantly at a statistical level of 0.05. It was found that the public who receive services have high opinions on the overall quality of services and in every aspect. The service staff have high opinions on the overall quality of services and in terms of equality, punctuality, sufficiency, and continuity. As for progress, they have low opinions. 3) All internal and external factors of the organization have a positive relationship with the quality of autopsy services in regional hospitals. 4) The important external factors affecting the quality of autopsy services in regional hospitals are related laws and Thai society. The important internal factors are materials, equipment, buildings, personnel, and 5) The important problems and obstacles are related laws that are inconsistent with the current autopsy operations, the lack of materials, equipment, and inadequate and inappropriate buildings.

Huanming Chen and Pordee Sukapun (2022) conducted a study on the Influence of Service Marketing Mix on the Decision to Choose The In-Vitro Fertilization (IVF) center in Bangkok Area. The research results found that the respondent's decision to choose the In-Vitro Fertilization (IVF) center in Bangkok Area ($\bar{x} = 3.65$) was also at a high level. Additionally, the results of the research also showed that service marketing mix had an influence on the decision to choose the In-Vitro Fertilization (IVF) center in Bangkok Area by 40.20 percent, and with the statistical significance level of 0.05.

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 “Student satisfaction with the services of the Educational Administration program 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 60 graduate students in the field of Educational Administration at Suan Sunandha Rajabhat University.

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

- Department of Educational Administration, Graduate School, Suan Sunandha Rajabhat University

1.4 Study Period

- August - September 2024

1.5 Data Analysis

- Quantitative Data Analysis

2. Data collection tools

In this study, the researcher used a satisfaction questionnaire as a tool with the following steps in creating it:

1) Study the method of creating a questionnaire from documents and various research works. Create a satisfaction questionnaire divided into 3 parts:

Part 1: Basic information of the respondents

Part 2: Satisfaction with the quality of service of the Educational Administration Program, Suan Sunandha Rajabhat University, divided into 4 aspects: service process/procedure, staff service, facilitation channels, and service quality

Part 3: Recommendations

2) Bring the created tool to 3 experts to check the content validity by having each expert consider and give their opinions and scores. Then, the scores are used to calculate the Index of Objective Congruence (IOC).

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, data organization, data processing and data analysis using ready-made statistical programs as follows:

Part 1: Analyze basic personal data using descriptive statistics, including numbers and percentages, by presenting the data obtained from the analysis in a table format for presentation.

Part 2: Analyze the data at the level of the sample group's opinions using descriptive statistics, including mean and standard deviation, and compare the values 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 “Student satisfaction with the services of the Educational Administration program 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, accounting for 76.67 percent, male, accounting for 23.33 percent, aged between 31-40 years, the most at 43.33 percent, married, the most at 51.67 percent, and had an average monthly income of 25,001-35,000 baht, the most at 51.67 percent, respectively.

The average satisfaction of students with the service was 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 students' average satisfaction with the services of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University

Service provision	\bar{x}	S.D.	Opinion level
1. Service process/procedure	4.54	0.075	Most
2. Staff service	4.57	0.093	Most
3. Facilitation channels	4.63	0.069	Most
4. Service quality	4.51	0.118	Most
Total	4.56	0.022	Most

From Table 1, it was found that the results of the study on satisfaction with the service of the sample group, classified by the characteristics of the service in various aspects, service process/procedure, service of the staff, facilitation channels, and service quality, students were most satisfied with the service of the department, with an average of 4.56. When considering each aspect, it was found that students were most satisfied with the service of the department in terms of facilitation channels, with an average of 4.63, followed by service of the staff, with an average of 4.57, service process/procedure, with an average of 4.54, and service quality, with an average of 4.51, respectively.

Discussion

Student satisfaction with the services of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University, found that students were most satisfied with the services of the program. When considering each aspect, it was found that students were most satisfied with the services of the program in every aspect, namely, staff services, service quality, service processes/procedures, and facilitation channels, respectively.

In summary, it can be seen that giving importance to service is very important, which partly requires cooperation from service recipients and service providers must be people who have a heart for service. Therefore, service providers, i.e. department staff, must provide service in every aspect, whether it is providing information, public relations, welcoming people both inside and outside, including all types of visitors, etc. They must understand and realize the importance of providing service in order to create a good image and impression with all service recipients. Finally, service providers are the most important mechanism that must develop good personalities and attitudes, especially having a sense of service for the complete development of the organization.

Recommendations

The research results should be used to determine guidelines for continuous service development in the future so that students are as satisfied as possible with the service.

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