



STUDENT SATISFACTION WITH THE SERVICES OF THE LINGUISTICS PROGRAM, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This research aimed to: (1) study the satisfaction of students in the Linguistics Program, Graduate School, Suan Sunandha Rajabhat University, and (2) examine the problems and suggestions from students regarding the quality of services provided by the Linguistics Program, Graduate School, Suan Sunandha Rajabhat University. The sample consisted of 30 students, both at the Master's and Doctoral levels, from the 11th to 22nd cohorts of the Linguistics Program. The sampling method used was purposive sampling, and data was collected through questionnaires. The data analysis employed descriptive statistics to describe the demographic characteristics of students in the 11th to 22nd cohorts, using percentage, mean, and standard deviation.

The results revealed that: (1) Most of the students were female, accounting for 86.7% (26 out of 30 students), with 70% (21 students) being 40 years old or older. In terms of education level, 76.7% (23 students) were Doctoral students. (2) The overall student satisfaction with the services provided by the Linguistics Program was at the highest level (Mean = 4.53, S.D. = 0.495). When considered by individual aspects, the satisfaction with teaching staff and advisors was the highest (Mean = 4.75, S.D. = 0.495), followed by satisfaction with learning support (Mean = 4.63, S.D. = 0.478), and satisfaction with the curriculum (Mean = 4.50, S.D. = 0.503).

Keywords: Satisfaction, service

Introduction

Higher education plays a crucial role in society by focusing on the development of intellectual growth and critical thinking to advance the country. It aims to cultivate individuals who possess moral values and ethics, as well as an understanding of arts and culture, enabling them to lead meaningful lives. Therefore, universities should prioritize and continuously emphasize academic and professional development in their teaching practices. Additionally, they promote research to produce highly skilled professionals and encourage students and faculty to explore new knowledge for academic advancement. This includes training students to analyze and apply research findings to address societal issues. The provision of academic services in various forms and the transmission of culture are also essential, fostering good citizenship among students so they can share this knowledge and values with the wider community (Nithima Sangkhah, 2004).

Suan Sunandha Rajabhat University has established a graduate school program, which reports directly to the Vice President for Special Affairs and is internally referred to as the "Graduate School." This institution has the same status as a faculty and aims to manage education at the graduate level, including graduate certificates, master's degrees, higher graduate certificates, and doctoral degrees across various fields. The first program offered was the Master of Education in Quality Management. In 2004, the institution was officially



designated as Suan Sunandha Rajabhat University under the Royal Act of Rajabhat Universities.

In July 2005, the Graduate School was established as a unit within the university, equivalent to a faculty, according to Section 10 of the Rajabhat University Act. It has its own administration for personnel and academic affairs, responsible for overseeing standards and coordinating graduate education in accordance with the regulations of the university. Currently, the Graduate School serves as a central hub for coordinating and ensuring the quality of graduate education, aiming to produce skilled professionals that meet societal demands for national development. Its vision is "A Leading Quality Graduate School," focusing on quality education management with four main missions:

1. Promote and support graduate-level teaching and student development in both academic and professional fields, contributing to a knowledge-based society aligned with ASEAN and global communities.
2. Encourage research with an emphasis on innovation and knowledge creation for local development and international dissemination.
3. Provide academic services to the community in line with globalization and ASEAN integration.
4. Support activities that enhance social value and preserve cultural heritage, maintaining the unique identity of local communities.

The Linguistics program at the Graduate School of Suan Sunandha Rajabhat University received approval from the Office of the Higher Education Commission on May 3, 2006, to operate under the regulations for graduate education established by the university in 2005. The program aims to provide knowledge and promote the correct use of language with moral and ethical considerations based on linguistic principles. It seeks to enhance the capabilities of the workforce to compete in high-value sectors, fostering an understanding of principles and theories that enable students to analyze and research linguistics and related fields. The program also aims to mitigate the impacts of crises affecting flexible and balanced living conditions, applying linguistic concepts to benefit work and innovation in line with the New Normal. Students are trained to utilize linguistic knowledge and digital technology to foster relationships across various channels at national and international levels, contributing to economic growth amidst global demographic changes and the evolving attitudes of future generations. Currently, the Linguistics program offers a Master of Arts and a Doctor of Philosophy degree, with a total of 22 student cohorts. To graduate, students must complete at least 48 credits, including 36 credits for a thesis. They are required to pass a basic computer skills exam for graduate students and to undertake a thesis project, which involves selecting a research topic and theoretical framework, compiling a list of relevant books, academic articles, and theses, and submitting these to their advisor. Students must also conduct field research, report findings to their advisor, and analyze data, submitting periodic analysis reports. Once the advisor approves the student for a thesis defense, the student must coordinate with the Graduate School to appoint a thesis defense committee and follow the established regulations and procedures. Graduation must occur within the timeframe set by the university according to graduate education regulations (Linguistics Curriculum Handbook, 2021)

The background and rationale outlined above have led to efforts to identify the satisfaction levels of students in the Linguistics program. The data collected from these students is crucial as it will provide insights that can help identify areas for improvement. This research will be utilized to enhance the quality of services offered by the Linguistics program, making necessary adjustments to better meet student needs. The findings will inform planning and serve as a guideline for improving the administration of the Linguistics program across various aspects, ensuring that services are more effective and aligned with student expectations.

Ultimately, this will allow the program to respond more accurately to the demands of students in the future.

Research Objectives

1. To Study Student Satisfaction: To assess the satisfaction levels of students in the Linguistics program at the Graduate School of Suan Sunandha Rajabhat University.
2. To Identify Issues and Suggestions: To examine the problems and suggestions from students regarding the quality of services provided by the Linguistics program at the Graduate School of Suan Sunandha Rajabhat University.

Scope of the Research

1. Scope of Population and Sample

Population: The population consists of master's and doctoral students in the Linguistics program, specifically from cohorts 11 to 22 at the Graduate School of Suan Sunandha Rajabhat University, totaling 30 students.

2. Scope of Variables

Independent Variables: Demographic characteristics, including gender, age, and level of education.

Dependent Variables: The study focuses on the satisfaction of students in the Linguistics program regarding: Student promotion and development Curriculum quality Teaching faculty and advisors Learning support resources

Literature Review

Aungkana Sreemultri (2005) conducted research on the satisfaction of fourth-year undergraduate students, both regular and special programs, regarding the services of the Registration and Records Office at Mahasarakham University. The study found that students from both systems had a moderate level of overall satisfaction with the services provided. When broken down by gender, educational system, and field of study, the satisfaction levels varied, with the average ratings ranking as follows: Service Time: Highest satisfaction Public Relations Facilities Information Staff Specifically, the results indicated:

1. By Gender: Both male and female students expressed a moderate overall satisfaction with the services of the Registration and Records Office. In detail, they reported high satisfaction in one area (service time) and moderate satisfaction in four areas: public relations, facilities, and information.
2. By Educational System: Students in both regular and special programs also reported moderate overall satisfaction. They indicated high satisfaction in service time and moderate satisfaction in public relations, facilities, information, and staff.
3. By Field of Study: Students from the Science and Technology fields and those from the Humanities and Social Sciences had moderate overall satisfaction. They similarly rated service time highly while expressing moderate satisfaction in public relations, facilities, information, and staff.

Panuchanat Phempool and Bandit Phrapratanporn (2021) studied the quality of services affecting the decision to pursue a Master of Business Administration (MBA) program, focusing on students at Suan Sunandha Rajabhat University. The hypothesis testing revealed that gender and field of study significantly influenced the decision to enroll in the MBA program, with statistical significance at the 0.05 level. Additionally, the study found that the most impactful aspect of service quality on the decision to pursue the MBA program was management quality, followed by: Cost of the program University infrastructure Internationalization Curriculum

quality. These findings emphasize the importance of service quality in influencing students' educational choices.

Chae-an Phisasawatrin (2010) studied the satisfaction of students at Dhurakij Pundit University regarding the services provided by the Student Affairs Office. The findings revealed that both male and female students expressed a high level of satisfaction with the services across all departments. When examined by specific departments, students reported high satisfaction in the following four areas: Career Counseling and Job Placement Sports Services Sports Activities Student Development Activities Conversely, students showed moderate satisfaction in four other areas: Disciplinary and Student Welfare Department Scholarship Division Secretariat Department Overall, the study highlighted that students were generally pleased with the services provided by the Student Affairs Office, particularly in key areas of support and development.

Research Methodology

1. Research Instruments

The research instrument used in this study is a closed-ended questionnaire, which is divided into two sections:

Section 1: This section gathers demographic information about the respondents and consists of 3 questions: Gender, Age, Level of Education

Section 2: This section assesses the level of satisfaction among students in the Linguistics program (cohorts 11–22) at the Graduate School of Suan Sunandha Rajabhat University regarding the services provided. It includes 4 areas of focus, with 4 questions for each area:

Student Promotion and Development: 4 questions

Curriculum Quality: 4 questions

Teaching Faculty and Advisors: 4 questions

Learning Support Resources: 4 questions

The questions in Section 2 utilize a 5-point Likert scale for responses, ranging from: Very High, High, Moderate, Low, and Very Low

2. Data Collection

For this study, the researcher used a questionnaire to collect data from a sample of 30 individuals. The following steps were taken to carry out the data collection process:

1) Coordination with the Linguistics Program: The researcher contacted the Linguistics program at the Graduate School of Suan Sunandha Rajabhat University to request assistance in gathering data from the target group.

2) Clarification of Objectives: The researcher explained the objectives and procedures for distributing the questionnaire to the sample group.

3) Data Collection Steps:

Step 3.1: The researcher approached students in the Linguistics program, introducing themselves and explaining the purpose of the study. They requested cooperation for data collection, assuring the participants that all responses would be kept confidential and used solely for this research.

Step 3.2: Once students agreed to participate, the researcher provided them with the questionnaire regarding student satisfaction with the services of the Linguistics program. Detailed instructions on how to complete the questionnaire were given.

Step 3.3: After the sample group completed the questionnaires, the researcher checked the responses for completeness. If any responses were found to be incomplete, the researcher followed up with additional questions. Finally, the researcher expressed gratitude to the participants.

3. Data Analysis

Descriptive Statistics: The analysis describes the demographic characteristics of students in the Linguistics program at the Graduate School of Suan Sunandha Rajabhat University. This is achieved using frequency counts (Frequency) and percentages (Percentage).

Satisfaction Levels: To analyze the satisfaction levels of students from cohorts 11 to 22 in the Linguistics program, the study employs the mean (Mean) and standard deviation (Standard Deviation) as statistical measures.

Research Results

Section 1: General Information of Respondents Based on Demographic Characteristics of Linguistics Students (Cohorts 11–22) at Suan Sunandha Rajabhat University

1. **Gender:** The majority of students in the Linguistics program (Cohorts 11-22) are female, with 26 individuals, accounting for 86.7%. Males make up the remaining 4 students, or 13.3%.

2. **Age:** Most students are aged 40 years and above, totaling 21 individuals, which represents 70%. There are 5 students (16.7%) under 30 years old, and 4 students (13.3%) fall within the age range of 30 to 40 years.

3. **Education Level:** Among students in the Linguistics program (Cohorts 10-17), the majority hold a doctoral degree, totaling 23 individuals, or 76.7%. This is followed by master's degree holders, who number 7, accounting for 23.3%.

Section 2: Analysis of Student Satisfaction with Services in the Linguistics Program at Suan Sunandha Rajabhat University

The overall satisfaction level is rated as "very high" ($M = 4.53$, $S.D. = .495$). When examining specific areas, the ranking is as follows: Instructors and Academic Advisors: Rated as "very high" ($M = 4.75$, $S.D. = .495$). Learning Support: Also rated as "very high" ($M = 4.63$, $S.D. = .478$). Curriculum: Rated as "very high" ($M = 4.50$, $S.D. = .503$). Regarding the Promotion and Development of Students, the overall satisfaction is rated as "very high" ($M = 4.25$, $S.D. = .502$). Analyzing specific aspects, the following results were noted: The effectiveness of the academic advising and guidance system for students is rated as "very high" ($M = 4.56$, $S.D. = .511$). Recommendations for course registration considering student interests and capabilities are rated as "very high" ($M = 4.44$, $S.D. = .511$). The student support system managed by academic advisors, which ensures the student-to-advisor ratio meets the established criteria, is rated as "high" ($M = 4.33$, $S.D. = .485$).

Discussion

Satisfaction of Students

The research findings reveal that the overall satisfaction level of students in the Linguistics program at the Graduate School of Suan Sunandha Rajabhat University is rated "very high" across four areas: Student Promotion and Development, Curriculum, Instructors and Advisors, Learning Support

This reflects a high level of satisfaction among students, aligning with the study by Chaeon Pitsawasuntharin (2010), which found that students at Dhurakij Pundit University were generally satisfied with the services provided by various departments. Furthermore, the findings are consistent with the research conducted by Panuchanat Phanpoom and Bandit Phrapatanporn (2021), which examined the quality of services affecting students' decisions to pursue a Master of Business Administration program. Their study indicated that service quality significantly influences students' decisions, particularly in areas such as management, costs, and university infrastructure.

Recommendations

1. Suggestions from the Research Findings

Student Support System: There should be a structured system for advisor support that aligns with the established ratio of students to advisors. This will ensure that students receive adequate guidance. **Curriculum Modernization:** The curriculum should be updated to reflect contemporary practices, incorporating technology in teaching methods to meet market demands and national needs.

2. Suggestions for Future Research

Comparative Study: Future research should compare other factors affecting student satisfaction with services. This data can provide insights for more effective service planning and delivery.

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