

FACTORS AFFECTING SATISFACTION WITH PROCUREMENT SERVICES OF GRADUATE SCHOOL STAFF AT SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

Study on Factors Affecting Satisfaction with Procurement Services of Graduate School Staff at Suan Sunandha Rajabhat University This study aims to assess the level of satisfaction among graduate school staff with procurement services and to identify the factors affecting these services. The study focused on 25 graduate school staff members at Suan Sunandha Rajabhat University. Data were collected using questionnaires, and the analysis involved percentage, mean, and standard deviation.

The survey results showed that among the 25 respondents, 20 (80%) were female and 5 (20%) were male. The majority of respondents (64%) were aged 31-40 years, followed by 20% aged 20-30 years, and 16% aged 41-50 years. Most respondents held a master's degree (80%), while 20% had a bachelor's degree. Overall satisfaction with procurement services was found to be at the highest level, with an average score of 4.35. When analyzed by category, all aspects received high scores: Equality of Service: Average score of 4.44, with high ratings for staff attentiveness (4.72), friendliness (4.36), approachability (4.36), and orderly service (4.32). Timeliness of Service: Average score of 4.29, with high ratings for clear advice (4.36), prompt service (4.28), and punctuality (4.24). Sufficiency of Service: Average score of 4.29, with high ratings for appropriate atmosphere and lighting (4.36), staff cleanliness (4.28), and adequate facilities (4.24). Continuity of Service: Average score of 4.37, with high ratings for convenience and speed in procurement (4.40), equitable procurement services (4.40), prompt purchasing (4.36), and comprehensive information dissemination (4.32). Progressiveness of Service: Average score of 4.33, with high ratings for continuous learning by staff (4.40), ongoing service improvements (4.32), and efficient use of resources (4.28).

These results indicate a high level of satisfaction among staff with the procurement services provided, highlighting areas such as staff engagement, service timeliness, and resource adequacy as key contributors to their positive feedback.

Keywords: Development, Model, Algorithm

Introduction

The study and evaluation of the staff within the agency is an important process in increasing the potential of the procurement operation. The important factors are personnel, capital, materials, equipment, machinery operation methods, and management. In particular, human resources and money are more important than other resources because money and people can solve all management problems. However, it turns out that this is not always true. Because resources such as materials or material management are no less important and necessary for management than other resources. They are tools that help make material management efficient and effective. Because it is a job related to procurement, material operations must comply with the Government Procurement and Material Management Act 2017, the Ministry of Finance Regulations on Government Procurement and Material

Management 2017, and the Ministerial Regulations, which must be performed with value, transparency, verifiability, timeliness, meeting the needs of material users, and providing equality to traders. If the material officers do not comply with the rules and regulations, they will be punished as prescribed by the Act (Pornthip Chanboon, 2016: 125).

Material officers are another important personnel in the procurement or material management process. They are knowledgeable, skilled, and capable in material management, as well as contract management with accuracy, transparency, value, efficiency, and verifiability. In this regard, spending Most of the government budgets for various projects each year must go through the procurement process. In order to maximize the benefits of government budget spending, be worthwhile, transparent, and fair to all parties, the Government Procurement and Supplies Management Act B.E. 2560 was announced on February 24, 2017 and came into effect on August 23, 2017. The objective is for all government agencies to adhere to the same standards, emphasizing transparency and honesty, and allowing all sectors to participate in procurement. At the same time, in the operations of government agencies and related officials, procurement information must be disclosed at every step. Persons responsible or related persons who do not comply with the law or neglect to act, resulting in damage to the government agency, will be subject to criminal punishment according to the Government Procurement and Supplies Management Act B.E. 2560, Sections 120 and 121.

Therefore, in this research, the researcher sees the importance of developing the procurement services of the Graduate School, Suan Sunandha Rajabhat University, with the following research objectives: 1) To study the satisfaction of graduate school officials with procurement services. Suan Sunandha Rajabhat University 2) To be a guideline for the development of the logistics service of the graduate school staff of Suan Sunandha Rajabhat University, so that the personnel who use the service will be more satisfied with the logistics service.

Research Objectives

1. To study the satisfaction of the staff of the Graduate School of Suan Sunandha Rajabhat University with the parcel service.
2. To be a guideline for the development of the parcel service of the Graduate School of Suan Sunandha Rajabhat University, so that the staff who use the service will be more satisfied with the parcel service.

Scope of the Research

1. Population Scope

This research is a quantitative research. The population used in this research is the personnel of the Graduate School, Suan Sunandha Rajabhat University. The sample group used in this research is 25 personnel of the Graduate School who use the parcel service.

2. Content Scope

The research instrument used in this research is a questionnaire, created from concepts, theories, and research results related to the development of parcel service procedures for personnel of the Graduate School, Suan Sunandha Rajabhat University. In this study, the variables used in the study are:

3. Area Scope

Graduate School, Suan Sunandha Rajabhat University

Literature Review

The research on “Factors affecting satisfaction in the provision of parcel services of graduate school staff of Suan Sunandha Rajabhat University”, the researcher studied documents and related research and presented them according to the following topics.

Related literature

- Concept of material management
- Concept of job satisfaction
- Concept of service

Related research

Concept of Procurement Management

Benchawan Maneechai said that it can be seen that procurement is an important task that every government agency and unit must pay attention to and comply with the correct procedures of the regulations. Otherwise, it will cause problems in the procurement process, no matter how the procurement or hiring method is, and it may affect the work in the civil service. Therefore, those involved must study the regulations to understand them clearly. If there is a problem, they must discuss it with the parent agency as soon as possible. This is because there are many details and there are constant changes, whether it is the Cabinet resolution, the Ministry of Finance's circular, and related agencies. If you do not follow up or understand the problems and the regulations well, it will lead to negligence in performing duties, which may lead to disciplinary action and criminal charges.

The concept of job satisfaction

This study of job satisfaction is often related to the needs and intentions of individuals. The extent to which workers are satisfied with their jobs depends on the work intentions in the organization being consistent with the needs of individuals. Therefore, studying the concepts and theories related to needs and intentions is necessary in order to understand workers' behaviors, which will lead to the creation of satisfaction and the cooperation in achieving the set objectives.

Service Concept

Service Concept, Service Development and Service Quality Service is a work that involves individuals with different behaviors and feelings. It is an operation to provide assistance, facilitate and provide benefits in some way to service recipients in order to meet their needs. It can be considered as a service. Samit Satchukorn (referred to in Piyaporn Aphithan Thiti, 2008) stated that service is a person's behavior that is expressed to others through facial expressions, eye contact, gestures, gestures, and tone of voice that appear in the form of service. At the same time, service also reflects feelings and minds to connect to the benefits of service recipients. Service workers must be attentive, friendly to service recipients, listen and actively solve problems. The service recipients will then appreciate and be satisfied, and will return to use the service again.

Related research

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.

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 “Factors affecting satisfaction in the provision of parcel services of the graduate school staff of 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 the study was the staff of the Graduate School, Suan Sunandha Rajabhat University.

- The sample group used in the research was the staff of the Graduate School, 25 people.

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 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

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:

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

3. Data collection

This research collected data in 2 parts:

1) Primary Data is data collected from questionnaires with the following steps: The researcher distributed questionnaires and collected all data by himself, 25 copies, to a sample group that was not a real sample. The researcher checked the returned questionnaires, selected only complete questionnaires, and coded the data (Coding) and processed it using a ready-made computer program to analyze and find statistical values.

2) Secondary Data is a study of documents, research works, theses, articles, theories, principles, and related research, such as academic documents and websites to provide data for the research.

4. Data analysis and statistics

Data analysis using ready-made statistical programs as follows:

1) Descriptive Statistics is used in data analysis as follows:

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

1.2) Mean and standard deviation

Research Results

The results of data analysis in the research on “Factors Affecting Satisfaction in Parcel Service of Graduate School Staff, 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:

Part 1

1. General data analysis of the respondents The general data analysis of the respondents, including gender, age, and education level, showed that the general data of the 25 respondents showed that the majority were female (20 people, 80.0 percent) and male (5 people, 20.0 percent).

Age The majority of the respondents were 31-40 years old (16 people, 64.0 percent), followed by 20-30 years old (5 people, 20.0 percent), and 41-50 years old (4 people, 16.0 percent), respectively.

Educational level The majority of the respondents had a master's degree (20 people, 80.0 percent), followed by a bachelor's degree (5 people, 20.0 percent), respectively.

Part 2

2. Data analysis of factors affecting satisfaction with the provision of parcel services of graduate school staff, Suan Sunandha Rajabhat University

Shows the mean and standard deviation of the satisfaction level of the provision of parcel services of graduate school staff, Suan Sunandha Rajabhat University. The results of the analysis of the satisfaction level of the provision of parcel services of graduate school staff, Suan Sunandha Rajabhat University, overall, found that it was at the highest level with an

average value of 4.35. When considering each aspect, it was found that all aspects had the highest average values in every aspect, as follows: equal provision of services, continuous provision of services, progressive provision of services, timely provision of services, and adequate provision of services, with an average value of 4.44, 4.37, 4.33, 4.29, and 4.29, respectively.

2.1 Mean, standard deviation of satisfaction in the parcel service of the graduate school staff of Suan Sunandha Rajabhat University in terms of providing equal services. The result of the analysis of the satisfaction level in the parcel service of the graduate school staff of Suan Sunandha Rajabhat University in terms of providing equal services was found to be at the highest level with an average value of 4.44. When considering each item, it was found that every item had an average value at the highest level as follows: Attentiveness in the service of the staff, providing service with a smile, staff being friendly and providing good service, and providing service in order of first to last, with an average value of 4.72, 4.36, 4.36, and 4.32, respectively.

2.2 Mean and standard deviation of satisfaction with the parcel service of the graduate school staff of Suan Sunandha Rajabhat University in terms of fast and timely service. The result of the analysis of satisfaction level with the parcel service of the graduate school staff of Suan Sunandha Rajabhat University in terms of fast and timely service was found to be at the highest level with an average value of 4.29. When considering each item, it was found that every item had an average value at the highest level as follows: having clarity in knowledge and understanding in giving advice and suggestions, having good service speed of the staff, and being punctual and responsible in their duties with an average value of 4.36, 4.28 and 4.24 respectively.

2.3 Mean, standard deviation of satisfaction in logistics service of graduate school staff of Suan Sunandha Rajabhat University in terms of adequate service The result of the analysis of satisfaction level in logistics service of graduate school staff of Suan Sunandha Rajabhat University in terms of adequate service found that it was at the highest level with an average value of 4.29. When considering each item, it was found that every item had an average value at the highest level as follows: having an appropriate atmosphere and lighting, being clean and tidy of the staff, and having adequate facilities for service, with an average value of 4.36, 4.28, and 4.24, respectively.

2.4 Mean and standard deviation of satisfaction level of the staff of the Graduate School of Suan Sunandha Rajabhat University in terms of continuous service The result of the analysis of satisfaction level of the staff of the Graduate School of Suan Sunandha Rajabhat University in terms of continuous service found that it was at the highest level with an average value of 4.37. When considering each item, it was found that every item had an average value at the highest level as follows: convenience and speed in withdrawing supplies, providing supplies with equality, speed in purchasing supplies, and comprehensiveness of public relations about supplies, with an average value of 4.40, 4.40, 4.36, and 4.32, respectively.

2.5 Mean, standard deviation of satisfaction level in logistics service of graduate school staff of Suan Sunandha Rajabhat University in terms of advanced service The result of the analysis of satisfaction level in logistics service of graduate school staff of Suan Sunandha Rajabhat University in terms of advanced service found that it was at the highest level with an average value of 4.33. When considering each item, it was found that every item had an average value at the highest level. All items as follows: Service staff are constantly learning, constantly improving and developing services, and using the agency's resources efficiently with an average value of 4.40, 4.32, and 4.28, respectively.

Discussion

From the study on factors affecting satisfaction in providing parcel services of graduate school staff, Suan Sunandha Rajabhat University, the results can be discussed as follows:

The results of the analysis of the satisfaction level of the parcel services of graduate school staff, Suan Sunandha Rajabhat University, overall, were found to be at the highest level. When considering each aspect, it was found that all aspects had the highest average values in all aspects, as follows: equal service, continuous service, progressive service, timely service, and adequate service. This is consistent with the research of Charassri Ditson (2020) who studied the factors affecting the satisfaction of personnel in using the parcel services of the Faculty of Liberal Arts, Rajamangala University of Technology Thanyaburi. The research results found that the satisfaction of personnel in using the parcel services of the Faculty of Liberal Arts, Rajamangala University of Technology Thanyaburi, overall, was at the highest level in 3 aspects and at a high level in 1 aspect, namely, the aspect of operational staff, equipment procurement, equipment request information, and equipment repair service, respectively.

Recommendations

1. From the research results, it was found that it was at the highest level, showing that the service of the service personnel must provide quality service consistently, following the rules and regulations of the parcel work in order to create satisfaction in the parcel work service.

Acknowledgements

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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