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## THE STUDY OF SERVICE RECIPIENTS' SATISFACTION WITH THE SERVICE QUALITY IN THE PUBLIC HEALTH PROGRAM, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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### Abstract

The Study of Service Recipients' Satisfaction with the Service Quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University, aimed to assess service quality satisfaction among service recipients. The specific objectives were to evaluate satisfaction with the service quality provided by the Faculty of Public Health, Graduate School, Suan Sunandha Rajabhat University, and to identify problems and suggestions from service users regarding the quality of these services. The study population consisted of 42 students enrolled in both the Master of Public Health and Doctor of Public Health programs within the Faculty of Public Health. Data was collected using questionnaires, and statistical analysis was performed using percentage, mean, and standard deviation.

**Keywords:** Satisfaction, Service Quality, Public Health, Graduate School

### Introduction

In the current era, where sustainable development has become the core of national development, education plays a crucial role in creating quality personnel who can effectively drive change in society. The Public Health Program, Graduate School, Suan Sunandha Rajabhat University, plays an important role in preparing personnel to cope with public health challenges. This research stems from the need to understand and improve the quality of educational services by studying the satisfaction of service recipients, including Thai and international students, which is essential for enhancing educational quality to meet international standards.

Strengthening educational quality will help the Public Health Program develop the quality of teaching and learning to align with the needs and expectations of service recipients, thereby improving the quality of education and enabling it to compete at an international level. This research also aligns with the national strategy for human resource development, focusing on creating quality personnel who can respond to future global challenges, promoting sustainable development (SDGs), supporting sustainable development goals, especially in education for sustainable development (SDG 4), which aims to ensure quality education and increase lifelong learning opportunities, and helping to build a positive image for the university. Improving service quality according to student needs will help build a positive image for the Graduate School, Suan Sunandha Rajabhat University, making it internationally recognized.

Therefore, this research is important for creating a useful database for the development and improvement of service quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University, to meet the standards consistent with the needs of service recipients and the country's sustainable development goals.

## Research Objectives

1. To study the satisfaction with the quality of services of the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.
2. To study the problems and suggestions of service users regarding the quality of services of the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

## Scope of the Research

### 1. Population and Sample Scope

This research is a quantitative research. The population used in this study of service recipient satisfaction with the service quality of the Public Health Program, Graduate School. The sample group used in this research consisted of 42 students enrolled in both the Doctor of Public Health program and the Master of Public Health program in the Public Health Program.

### 2. Content Scope

In this research, the tool used was a questionnaire created based on concepts, theories, and research related to the study of service recipient satisfaction with the service quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

### 3. Variable Scope

The study of service recipient satisfaction with the service quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

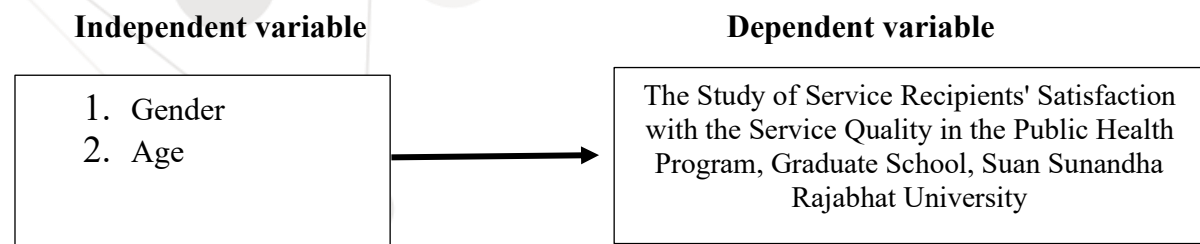


Figure 1: Research Conceptual Framework

### 4. Time Scope

Research period: January - August 2025

## Research Methodology

### 1. Population and Sample

1.1 The population used in the study consisted of 42 students enrolled in both the Doctor of Public Health program and the Master of Public Health program in the Public Health Program.

1.2 The sample group used in the research consisted of 42 students enrolled in both the Doctor of Public Health program and the Master of Public Health program in the Public Health Program.

#### 1.3 Content

In this research, the tool used was a questionnaire created based on concepts, theories, and research related to the study of service recipient satisfaction with the service quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

#### 1.4 Time

Research period: January - August 2025

### 1.5 Location

Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

## 2. Research Steps

The creation of the data collection instrument, the questionnaire, followed these steps:

The researcher proceeded to create the research instrument as follows:

- Studied relevant data, theories, concepts, and research to guide the creation of the questionnaire.
- Created the draft questionnaire based on relevant conceptual frameworks and theories.
- Submitted the draft questionnaire to the program's instructors and experts for review and additional suggestions.
- Revised the questionnaire based on the recommendations of the program's instructors and experts.
- The research instrument was a questionnaire developed by the researcher to cover the intended study topics, divided into 3 parts:

Part 1: Questionnaire on demographic characteristics of the sample, including gender and age. Each question presented the data type as follows:

- Question 1: Gender is a nominal scale measurement.
- Question 2: Age is an ordinal scale measurement.

Part 2: Questionnaire on satisfaction with the service quality of the Public Health Program, Graduate School, Suan Sunandha Rajabhat University. This was a closed-ended questionnaire using a Rating Scale with 5 levels of answers. The criteria for assigning weight to the evaluation for scoring different ranges were based on the Likert Scales method, using the formula: width of interval = (maximum score - minimum score) / number of levels. It can be divided into 5 levels as follows:

Score	Level	Opinion	Level	Score	Level	Opinion	Level
5						Most	Satisfied
4						Satisfied	
3						Moderate	
2						Less	Satisfied
1						Least	Satisfied

Part 3: Additional suggestions for improving the service quality of the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.

### Data Collection

This research collected two types of data:

1. Primary Data: Data collected from questionnaires. The steps involved were: the researcher created an online questionnaire (Google Form) for the sample group to answer. The researcher sent it via email and Facebook to the sample group participating in the project/ activity and distributed hard copies to target groups studying at Suan Sunandha Rajabhat University, totaling 42 copies. The researcher then checked the returned

questionnaires, selected only complete ones, coded the data, and processed it using statistical software for further analysis.

2. Secondary Data: Data obtained from documents, research papers, theses, articles, theories, principles, and related research, such as academic documents and websites, to support the research.

### Data Analysis

The researcher examined the completeness of the collected questionnaires and analyzed them using social science statistical software to calculate various statistics. The statistics used for data analysis are detailed as follows:

1. Analysis of general information of the respondents: The researcher used multiple-choice questions and calculated percentages and frequencies.
2. Data analysis: Mean and standard deviation were calculated.

### Research Results

In the research titled "The Study of Service Recipients' Satisfaction with the Service Quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University," the researcher collected and checked the data from the questionnaires and found that the collected data was complete and could be analyzed according to the established objectives. The researcher defined the symbols and abbreviations used in the data analysis as follows:

#### Symbols used in data analysis:

n: Number of samples in the population

$\bar{x}$  : Mean

S.D.: Standard Deviation

#### Study Results

**Part 1: Results of general information analysis of respondents.** The results of the analysis of general information of the respondents, including gender and age, are shown in Table 4.1.

Table 4.1 Number and Percentage of General Information of Respondents

General Information	Number	Percentage
<b>1. Gender</b>		
Male	14	33.33
Female	28	66.67
<b>Total</b>	<b>42</b>	<b>100.0</b>
<b>2. Age</b>		
20 – 30 years	16	38.1
31 – 40 years	16	38.1
41 – 50 years	7	16.67
51 years and above	3	7.14
<b>Total</b>	<b>42</b>	<b>100.0</b>

From Table 4.1, out of 42 respondents, the majority were female (28 people, 66.67%), and male (14 people, 33.33%). Most respondents were aged 20-30 years (16 people, 38.1%) and 31-40 years (16 people, 38.1%). This was followed by those aged 41-50 years (7 people, 16.67%) and 51 years and above (3 people, 7.14%)

**Part 2: Results of satisfaction analysis of service recipients with the service quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University.**

Table 2 Mean and Standard Deviation of Service Recipient Satisfaction with Service Quality in the Public Health Program, Graduate School, Suan Sunandha Rajabhat University

Question Topic	$\bar{x}$	Percentage	S.D.	Satisfaction Level
1. Convenient and fast service	4.60	92	0.49	Most Satisfied
2. Attentive, enthusiastic, and willing to serve	4.62	92	0.49	Most Satisfied
3. Polite and friendly service	4.64	93	0.48	Most Satisfied
4. Problem-solving or assistance when problems occur	4.21	84	0.41	Satisfied
5. Clarity of service procedures	4.29	86	0.45	Satisfied
6. Convenience and simplicity of service procedures	4.07	81	0.34	Satisfied
7. Appropriateness of service duration	4.21	84	0.41	Satisfied
8. Accessibility of information and various services (e.g., website)	3.36	67	0.53	Moderate
9. Cleanliness and tidiness of service premises	4.38	88	0.49	Satisfied
10. Sufficiency of equipment and facilities provided	4.07	81	0.26	Satisfied
11. Convenience of travel and parking	3.88	78	0.39	Satisfied
12. Completeness and modernity of course content	4.05	81	0.21	Satisfied
13. Instructors' ability to impart knowledge	4.17	83	0.37	Satisfied
14. Useful extracurricular activities	4.07	81	0.26	Satisfied
15. Academic counseling and advice	3.95	79	0.21	Satisfied
16. Readiness of learning resources (library, database)	3.43	69	0.49	Moderate
<b>Total</b>	<b>4.13</b>	<b>82.50</b>	<b>0.39</b>	<b>Satisfied</b>

From Table 2, the overall satisfaction of service recipients with the service quality in the Public Health Program

