
THE STUDY OF STUDENTS' SATISFACTION WITH THE QUALITY OF SERVICE IN THE MASTER OF SCIENCE PROGRAM IN APPLIED THAI TRADITIONAL MEDICINE, SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

A Study on The Satisfaction with the Quality of Service in the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University. The research aimed to (1) assess the level of student satisfaction with the program's service quality and (2) identify problems encountered in using the services. The sample consisted of 30 students enrolled in the program. Data were collected using a structured questionnaire, and the data were analyzed using descriptive statistics: percentage, mean, and standard deviation. The findings revealed that the overall satisfaction level was very high, with an average score of 4.61 out of 5. When examined by category, all aspects of service quality were rated at the highest level of satisfaction. The three highest-rated items were: (1) Non-discriminatory service delivery (Mean = 4.87) (2) Fairness in service procedures and methods (Mean = 4.77) (3) Provision of guidance and responsiveness of staff to inquiries (Mean = 4.73). These results indicate that the program's service management is highly effective in meeting the needs and expectations of its students.

Keywords: Quality of Service, Satisfaction

Introduction

At present, the graduate education system plays a vital role in the development of the economy and society. Enhancing the quality of curricula to meet the demands of the labor market has become increasingly important. Suan Sunandha Rajabhat University offers the Master of Science Program in Applied Thai Traditional Medicine a program that has been continuously revised and developed to align with the growing interest in Thai traditional medicine. This field is highly regarded not only for its therapeutic value but also for its contributions to health promotion and preventive care. As such, it serves as a key mechanism in producing professionals with in-depth knowledge and expertise in applied Thai traditional medicine, consistent with the Thai societal context that emphasizes the integration of traditional and modern health practices.

This program is regarded as a critical mechanism for cultivating highly qualified professionals with deep expertise in applied Thai traditional medicine, aligned with Thailand's cultural context and the increasing global relevance of traditional health practices. Consequently, the program emphasizes academic quality, comprehensive instructional support, and service delivery to ensure that graduates attain both scholarly competence and ethical integrity.

Student satisfaction is an essential indicator reflecting the effectiveness of educational management as a whole. This is especially critical in specialized programs such as Applied Thai Traditional Medicine, which require the integration of both theoretical and practical

components. These programs also involve complex administrative and service dimensions, including registration processes, access to laboratories, communication with academic advisors, and career counseling after graduation.

Thus, this research study on the study of Students' Satisfaction with the Quality of Service in the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University is both necessary and significant. It serves as a mechanism for reflecting students' opinions regarding the quality of the program's services. The findings will help identify the program's strengths and weaknesses, and provide development-oriented recommendations that promote efficient, sustainable, and goal-oriented operations in producing qualified professionals in the field of applied Thai traditional medicine.

Research Objectives

This study aims to achieve the following objectives:

1. To examine the level of student satisfaction with the quality of services provided by the Master of Science Program in Applied Thai Traditional Medicine.
2. To identify problems and challenges encountered in the use of services provided by the Master of Science Program in Applied Thai Traditional Medicine.

Literature Review

In conducting the research titled "A Study on Student Satisfaction with the Quality of Services Provided by the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University," the researcher reviewed relevant academic literature and previous studies. The findings and discussions are presented according to the following key themes:

Satisfaction, according to a behavioral science dictionary, refers to a person's emotional state characterized by happiness or contentment when their needs or motivations have been fulfilled.

From a psychological perspective, satisfaction is described as an initial feeling that arises when an individual achieves a goal, and a final emotional state that occurs upon reaching the desired outcome under the influence of motivation.

Oliver (1980) proposed that customer satisfaction is the result of a comparison between one's expectations and the actual outcomes received. If the actual performance meets or exceeds expectations, the individual is likely to feel satisfied.

Paiboon Charoenpanich (1996) provided a noteworthy definition of satisfaction, describing it as an emotional reaction that arises after evaluating a stimulus or motivating factor. This reaction represents the final outcome of a cognitive appraisal process and can be expressed in three distinct forms:

- Positive direction – indicating satisfaction
- Negative direction – indicating dissatisfaction
- Neutral reaction – reflecting indifference or no emotional response toward the stimulus

Veerapong Chalermtiranarat (2000) discussed the concept of service quality, noting that quality service involves more than merely meeting customer needs. It must also create lasting satisfaction and positive impressions at every stage of the service process.

Philip Kotler and Kevin Lane Keller (2009), renowned marketing scholars, defined service as "an activity, benefit, or satisfaction that one party can offer to another that is essentially intangible and does not result in the ownership of anything." This definition highlights the core characteristics of services—intangible, non-possessive, and experiential.

Lovelock and Wirtz (2016) similarly defined service as an activity or outcome that one party can offer to another, which is generally intangible and does not involve ownership transfer, with the goal of fulfilling customer needs or expectations.

Jintana Boonbongkarn (2002) emphasized that service is difficult to touch, feel, or physically handle (intangible), tends to deteriorate quickly, and is usually performed and delivered instantly or almost instantly. This underscores the distinctive nature of services as opposed to goods—there is no ownership involved, and the value is delivered through the immediate experience at the moment the service is rendered.

Related research

Samerchit, Y. (2022). To study the students' satisfaction of using library of the College of Allied Health Sciences, Suan Sunandha Rajabhat University. The students' satisfaction towards using library of the College of Allied Health Sciences overall and each part at high level including the satisfaction towards the librarians or library staff, quality of library physical and infrastructures and communication with library users respectively.

Letamornsak, G., & Labbuangam, N. (2024). A study on Online teaching and learning management for Chinese students Suan Sunandha Rajabhat University Year 2022. The results of a study of satisfaction levels of undergraduate students, Faculty of Education, Suan Sunandha Rajabhat University towards teaching plans, learning management design, and learning innovation with innovative learning management to develop students' creative and innovative skills. Bachelor's degree, Faculty of Education, Suanusananta Rajabhat University In the course of innovation and information technology for education communication and learning, it was found that the overall satisfaction of students studying with lesson plans, learning management design, and learning innovation with learning management innovation for skill development. Creativity and innovation.

Sangsai, M., & Chaiyasang, S. (2025). Satisfaction with the use of co-working space classrooms among students of the College of Hospitality Industry Management, Suan Sunandha Rajabhat University. The research on student satisfaction with the use of co-working space classrooms at the College of Service Industry Management, Suan Sunandha Rajabhat University aims to study the personal factors that affect the lifestyle of students using the Co-working Space classrooms at the College of Service Industry Management, Suan Sunandha Rajabhat University. Satisfaction with the Use of Co-working Space Classrooms Overall, the respondents' satisfaction level was high. These findings reflect that while satisfaction levels were generally high, specific aspects like safety measures, equipment readiness, and the number of available rooms received comparatively lower satisfaction scores.

Research Methodology

This study employed a quantitative research design, utilizing purposive sampling as the sampling technique and collecting data through a structured questionnaire.

1. Population and Sample

The population of this study comprised students enrolled in the Master of Science Program in Applied Thai Traditional Medicine. The total sample consisted of 30 individuals, selected from the said program.

2. Research Instrument

The primary research instrument was a questionnaire, consisting of two types of questions:

- Closed-ended questions (multiple-choice format), and
- Open-ended questions that allowed respondents to express their opinions freely.

The questionnaire was designed to assess student satisfaction with the quality of services provided by the Master of Science Program in Applied Thai Traditional Medicine. The items were structured using a rating scale based on R.A. Likert's model, with five levels of agreement: most, high, medium, low, and least.

Data Collection Procedure

The researcher collected data from students enrolled in the Master of Science Program in Thai Traditional Medicine at Suan Sunandha Rajabhat University.

1. **Primary Data:** Primary data were collected using an online questionnaire (Google Form), which was distributed to the sample group. A total of 30 completed questionnaires were received.

2. **Secondary Data:** Secondary data were obtained from academic literature, research theses, articles, theoretical frameworks, relevant studies, internet resources, and various websites to support and contextualize the study.

3. The completed questionnaires were compiled, checked for completeness, and then analyzed using statistical software. The data were gathered via electronic questionnaire responses.

4. **Data Analysis:** Data were analyzed using computer-based statistical software. The statistical methods used included percentage, mean, and standard deviation.

Research Results

Results of the Analysis of Student Satisfaction with the Quality of Services Provided by the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University. The overall findings indicated that student satisfaction with the quality of services was at the highest level, with a mean score of 4.61. When analyzed by specific aspects, all aspects also showed satisfaction at the highest level. The top three aspects with the highest satisfaction levels were: Staff provided services equally to all clients without discrimination, The fairness of the procedures and methods of service delivery (i.e., services were provided in a sequential and equitable manner), and Staff provided guidance, consultation, and answered questions effectively, with mean scores of 4.87, 4.77, and 4.73, respectively, as presented in Table 1.

As shown in Table 1

The table presents the average and standard deviation the study of Students' Satisfaction with the Quality of Service in the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University, are presented.

Question	\bar{x}	S.D.	Level of satisfaction
1. The amount of time allocated for service delivery is appropriate	4.53	0.51	the most
2. The service procedures are straightforward and not overly complex	4.47	0.57	the most
3. Timeliness of service delivery	4.50	0.57	the most
4. The fairness of the procedures and methods involved in service delivery	4.77	0.43	the most
5. The convenience experienced by students at each step of the service process	4.63	0.49	the most
6. Staff provide services with enthusiasm and a high level of attentiveness	4.63	0.56	the most
7. Staff demonstrate politeness and friendliness in their communication	4.50	0.41	the most
8. Staff are capable of effectively addressing and resolving problems that may arise	4.50	0.63	the most
9. Staff provide clear guidance, consultation, and respond effectively to inquiries	4.73	0.52	the most
10. Staff treat all service recipients equally and without any form of discrimination	4.87	0.35	the most
total	4.61	.50	the most

Discussion

The overall level of opinions on the students reported the highest level of satisfaction with the quality of services provided by the Master of Science Program in Applied Thai Traditional Medicine. This indicates that the program has been effective in delivering services and in meeting students' expectations. The top three aspects receiving the highest satisfaction ratings were: (1) the staff's equitable treatment of all service recipients without discrimination, (2) the fairness and sequence of service procedures, which were carried out in a just and orderly manner, and (3) the effectiveness of the staff in providing guidance, consultation, and responses to inquiries. In line with the research by Sangsai, M., & Chaiyasang, S. (2025). Satisfaction with the use of co-working space classrooms among students of the College of Hospitality Industry Management, Suan Sunandha Rajabhat University the results showed that the respondents' satisfaction level was high. These findings reflect that while satisfaction levels were generally high.

Acknowledgements

This research titled "A Study on Student Satisfaction with the Quality of Services in the Master of Science Program in Applied Thai Traditional Medicine, Suan Sunandha Rajabhat University" has been successfully completed.

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