

THE DEVELOPMENT OF THE RECRUITMENT PROCESS OF THE PERSONNEL DEPARTMENT PERSONNEL SUAN SUNANDHA RAJABHAT UNIVERSITY

Sunaree Lamyai

Personnel Division, Suan Sunandha Rajabhat University

E-mail: sunaree.la@ssru.ac.th

Pachoke Lert-asavapatra

College of Innovation and Management, Suan Sunandha Rajabhat University

E-mail: pachoke.le@ssru.ac.th

Abstract

The development of the recruitment process of the Personnel Department, Suan Sunandha Rajabhat University aims to study each step of the admission process of the Personnel Department, Suan Sunandha Rajabhat University and to guide the improvement and development of the recruitment process of the Personnel Department, Suan Sunandha Rajabhat University. The population used for this study is the executives, personnel of the departments. Insiders and outsiders, those involved in recruiting and selecting personnel of Suan Sunandha Rajabhat University, a total of 286 people used to collect data with questionnaires and statistics used to analyze data such as percentage and standard deviation. The study indicated that: 1. Data analysis results Personal Found that users of recruitment and recruitment services Personnel Department, Suan Sunandha Rajabhat University, 286 people, mostly female Is in the age range of 31-40 years, Bachelor's degree education Be an executive Personnel department staff and persons within Suan Sunandha Rajabhat University. 2. Analysis of satisfaction levels in service quality, recruitment and recruitment Personnel Department, Suan Sunandha Rajabhat Universit The overall picture is very good. When considered individually, it was found that the first rank was Reliability Secondly in terms of communication Hospitality and the last rank is Service access respectively. 2.1 Reliability The overall picture is at the highest level. When considering each item Found that the first rank is You are cared for in the service. The second rank is that you receive consistent service. Have the same standard Providing services to all service recipients equally without exception or there is no disadvantage in using the service and the last one is the service provider having the appropriate dress for the service and have a reliable personality with the service users respectively. 2.2 Friendly relations the overall picture is at the highest level. When considering each item Found that the first rank Is that you always receive service with understanding and attention The second rank is the service provider, being polite, respectful, respectful, humble, respectful and has good manners. The service meets the needs of the service applicant. Service providers are attentive, enthusiastic and ready to provide services to those seeking services. And the last rank is a polite service provider Beaming. 2.3 Access to services the overall picture is at the highest level. When considering each item Found that the first rank is the service provider who is knowledgeable in the service work the second rank is service providers who can provide new useful advice. To those who come to request services Service providers can answer questions. And providing advice in the job that provides the service as well, correctly and completely, and the last one is that the service provider gives the opportunity for the applicant to consult and help solve the problem creatively. 2.4 Communication The overall picture is at the highest level. When considered the list found that the first rank is the service provider. There is a clear voice guidance

process. The second rank is service providers who use language that is easy to understand / not ambiguous. Service providers have eye contact while talking to the contact person. Service providers use other communication channels such as Email, Line, Facebook to provide services. And the last one is the service provider with courtesy and words with a cup of words and a polite tone

Keywords: Development, Recruitment, Personnel

Introduction

Currently, the development goals of Suan Sunandha Rajabhat University focus on quality and efficiency in both teaching and administration, as reflected in the statement: "Leading in quality, striving to be the No.1 Rajabhat University" To ensure that the organization operates effectively in line with its objectives, all departments must enhance their work efficiency and standards to meet high-quality international benchmarks.

The Recruitment and Selection Department, under the Personnel Services Department of the Office of the President at Suan Sunandha Rajabhat University, is responsible for recruiting and selecting personnel to support academic and administrative functions. The process of hiring employees, including faculty members, staff, and various types of university employees, involves several steps, such as preparing job announcements, appointing a selection committee, publishing job postings on the university website, processing applications, and verifying submitted documents.

When individuals seek services, they naturally have expectations regarding the quality of service they will receive. Their satisfaction is determined by evaluating the difference between their expectations and the actual service experience in a given situation.

Therefore, the researcher is interested in studying the development of the recruitment process within the Personnel Department at Suan Sunandha Rajabhat University. The findings will help improve service efficiency, and the survey developed in this research can serve as a model for future assessments of service satisfaction.

Research Objectives

1. To study each step of the recruitment process of the Personnel Department, Suan Sunandha Rajabhat University.
2. To serve as a guideline for improving and developing the recruitment process of the Personnel Department, Suan Sunandha Rajabhat University.

Literature Review

Kunthan Thanaphongthorn (1985, pp. 303-304) stated that the five important principles of service are:

1. The Principle of Alignment with the Majority's Needs – The benefits and services provided by the organization must meet the needs of the majority, if not all, of its personnel. They should not be tailored exclusively to a specific group of individuals.

2. The Principle of Consistency – The provision of services must be continuous and consistent, rather than intermittent or dependent on the discretion of service providers or staff members.

3. The Principle of Equality – The services established must be provided equally and fairly to all users, without granting special privileges to any particular individual or group in a way that is noticeably different from others.

4. The Principle of Cost Efficiency – The expenses incurred in providing the services should not be excessively high relative to the benefits received.

5. The Principle of Convenience – The services offered must be easy to implement, convenient, and not overly resource-intensive. Additionally, they should not cause unnecessary difficulties for either service providers or users.

Millett (1945, as cited in Wirot Sattayasanakul, 1995, p. 7) pointed out that the primary value of all public administration is the provision of services that lead to satisfaction. This principle consists of five key characteristics:

1. Equitable Service – This principle is based on the belief that all individuals are born equal. Equality in this context means that all citizens should have the same rights under the law and in political matters. Public services must not discriminate based on race, skin color, poverty, or social status.

2. Timely Service – No public work can be considered effective if it is not provided on time or when needed. For example, if a fire truck arrives only after the fire has already burned everything down, the service is neither appropriate nor satisfactory.

3. Ample Service – In addition to being equitable and timely, public services must also be sufficient in terms of the number of personnel, resources, and facilities required to meet the public's needs at the right time and place.

4. Continuous Service – Services must be provided consistently and be available at all times. Public institutions must always be prepared to respond to public needs, with ongoing training and development. For instance, police services must be available 24 hours a day.

5. Progressive Service – Public services should continuously improve in terms of efficiency, quality, and technological advancement to better meet the needs of society.

Amorn Raksasat (2003, p. 54), another scholar, suggested that **customer satisfaction** is an essential measure of service efficiency. Public service should not merely be carried out for the sake of completion but should be delivered effectively to ensure public satisfaction.

Weber (1966, as cited in Wirot Sattayasanakul, 1995, p. 7) emphasized that the most **efficient and beneficial public service** is one that is provided impartially, without personal bias or favoritism. Services should be delivered objectively, ensuring that all individuals are treated equally according to established criteria under the same conditions.

Katz & Brenda (1973, as cited in Wirot Sattayasanakul, 1995, p. 8) studied public services and identified three key principles of service delivery in government organizations:

1. Specificity – This principle ensures that both the roles of the public and service officials remain well-defined and limited. It helps facilitate control by ensuring that officials focus solely on the specific service requested. If service providers handle unrelated matters or ask unnecessary questions, it can lead to delays and make administrative oversight more difficult.

2. Universality – Public services must be provided formally and impartially, without considering personal relationships. Every citizen should receive equal treatment in the delivery of services.

3. Affective Neutrality – Service providers must remain emotionally neutral and refrain from allowing personal emotions to influence their interactions with the public.

4. Consistency and Continuity in Public Services – Public services must be consistently provided without interruption. Private individuals have the right to receive equal benefits from public services at all times.

Research Method

Population:

This quantitative research includes a population consisting of executives, HR officers of the organization, internal and external individuals involved in the recruitment and selection process at Suan Sunandha Rajabhat University, totaling 1,000 people.

Sample Group:

The sample group consists of executives, HR officers of the organization, internal and external individuals involved in the recruitment and selection process at Suan Sunandha Rajabhat University, totaling 286 people.

Research Instruments:

The research instrument used in this study is a questionnaire, developed by the researcher based on concepts, theories, documents, and relevant research. The questionnaire is divided into three sections as follows:

Section 1: General information of the respondents, including gender, age, education, and type of personnel.

Section 2: Satisfaction with the quality of recruitment and selection services provided by the Personnel Administration Office, Suan Sunandha Rajabhat University, covering the following aspects: Reliability Responsiveness to needs Competence of service providers Communication.

Section 3: Suggestions regarding satisfaction with the quality of recruitment and selection services provided by the Personnel Administration Office, Suan Sunandha Rajabhat University.

Research Results

Level of Satisfaction with the Quality of Recruitment and Selection Services

1. Mean and Standard Deviation of Satisfaction Level Regarding the Recruitment Process in Terms of Reliability

The overall satisfaction level of service users with the recruitment and selection services in terms of reliability was at the highest level ($\bar{x} = 4.75$). When considering individual aspects, the highest-rated factor was "receiving attentive service" ($\bar{x} = 5.00$), followed by "receiving consistent and standardized service" ($\bar{x} = 4.78$).

2. Mean and Standard Deviation of Satisfaction Level Regarding the Recruitment Process in Terms of Friendly relations

The overall satisfaction level of service users with the recruitment and selection services, in terms of responsiveness to needs was at the highest level ($\bar{x} = 4.67$). When considering individual aspects, the highest-rated factor was "receiving service with understanding and attentiveness at all times" ($\bar{x} = 4.69$), followed by "service providers demonstrating politeness, respect, humility, and good manners" ($\bar{x} = 4.78$).

3. Mean and Standard Deviation of Satisfaction Level Regarding the Recruitment Process in Terms of Services

The overall satisfaction level of service users with the recruitment and selection services in terms of the competence of service providers was at the highest level ($\bar{x} = 4.53$). When considering individual aspects, the highest-rated factor was "service providers having in-depth knowledge of their work" ($\bar{x} = 4.74$), followed by "service providers offering useful and new recommendations to service users" ($\bar{x} = 4.70$).

4. Mean and Standard Deviation of Satisfaction Level Regarding the Recruitment Process in Terms of Communication

The overall satisfaction level of service users with the recruitment and selection services in terms of communication was at the highest level ($\bar{x} = 4.53$). When considering individual aspects, the highest-rated factor was "service providers explaining service procedures with a clear and articulate voice" ($\bar{x} = 4.91$), followed by "service providers using clear and easily understandable language" ($\bar{x} = 4.87$).

Discussion

1. Reliability

The overall satisfaction level was at the highest level, indicating that most service users had strong reliability in the recruitment and selection services of the Personnel Administration Office, Suan Sunandha Rajabhat University. Area for Improvement: Service providers should ensure proper attire and maintain a trustworthy and professional appearance to enhance their readiness in providing services.

2. Friendly relation

The overall satisfaction level was at the highest level, meaning that service users received services with understanding, attentiveness, enthusiasm, and a willingness to assist. Service providers demonstrated politeness, respect, humility, and good manners, meeting the expectations of service users. Area for Improvement: Service providers should offer services with increased politeness, friendliness, and a welcoming demeanor.

3. Accessibility of Services

The overall satisfaction level was at the highest level, meaning that service providers demonstrated expertise in their field, provided useful and innovative recommendations, answered questions accurately, and offered comprehensive consultation. Area for Improvement: Service providers should create more opportunities for service users to seek advice and resolve issues in a constructive and creative manner.

4. Communication

The overall satisfaction level was at the highest level, meaning that service providers clearly explained service procedures, used simple and unambiguous language, maintained eye contact during conversations, and utilized various communication channels such as email, Line, and Facebook for service delivery. Area for Improvement: Service providers should enhance their professionalism by using polite and respectful language with an appropriate tone when communicating with service users.

Recommendations

1. There should be more questions in the questionnaires covering more aspects.
2. There should be Further research should be conducted on the development of recruitment processes to reduce impacts on operations of the personnel

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