
SATISFACTION WITH TEACHING MEDIA COPY SERVICES, CASE STUDIES, OF FACULTY OF HUMANITIES AND SOCIAL SCIENCES SUAN SUNANDHA RAJABHAT UNIVERSITY

Panawat Thongsook
Faculty of Humanities and Social Sciences, SuanSunandha Rajabhat University
E-mail: Panawat.th@ssru.ac.th
Piched Girdwichai
College of Innovation and Management, Suan Sunandha Rajabhat University
E-mail: piched.gi@ssru.ac.th

Abstract

A Study on Satisfaction with Instructional Media Copy Service: A Case Study of the Faculty of Humanities and Social Sciences Suan Sunandha Rajabhat University The purpose of this study was to study the satisfaction level of the service recipients on the copying of instructional media. and to study the guidelines for providing services for the copying of instructional media. General Administration Department to be more effective.

Keywords: Service Satisfaction, Copying Teaching Materials, Faculty of Humanities and Social Sciences

Introduction

Currently, advancements in information technology have rapidly developed and play a significant role in various fields, including education, economics, industry, and services. Particularly in education, which is a crucial foundation for positive national development, Thailand's education system has widely adopted information technology at all levels. Importantly, educational institutions, both public and private universities, place great emphasis on instructional media as a tool for students. This aims to provide students with experiences and abilities that enhance their learning effectiveness. Consequently, educational institutions are continuously developing modern instructional media.

Currently, the Faculty of Humanities and Social Sciences at Suan Sunandha Rajabhat University has a large student population, especially at the undergraduate level. Given their professional requirements, students need to possess knowledge, abilities, and skills. If the General Administration Division adequately and efficiently provides instructional media, it will significantly enhance students' educational development.

Therefore, the researcher is interested in studying the satisfaction and opinions of academic and academic support staff at the Faculty of Humanities and Social Sciences regarding the instructional media photocopying services. This study aims to provide guidelines for developing and improving these services and promoting their use to meet the needs of academic and academic support staff, ultimately maximizing educational benefits.

Research Objectives

1. To study the satisfaction level of the instructional media photocopying service provided by the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

2. To utilize the findings as guidelines for improving the efficiency of the instructional media photocopying service.

Literature Review

Concepts of Service Quality

Chaisamphol Chaoprasert (2004) discussed the concepts of measuring service quality (Berry, et al., 1985; Zeithaml & Bitner, 1996) stating that customers measure service quality based on service quality components and the outcomes of their evaluation of the received service, known as "Perceived Service Quality." This arises from customers comparing "Expected Services" with "Perceived Services," which are the experiences after receiving the service.

Customer service quality is measured based on five components:

1. **Tangibles:** Physical facilities, equipment (e.g., computers, ATMs, service counters), parking lots, restrooms, and employee appearance.
2. **Reliability:** The ability to provide services to meet customer needs as promised or as expected, accurately and according to service objectives (e.g., banks maintaining the correct balance in account books).
3. **Responsiveness:** The willingness to help customers promptly by providing quick service, minimizing waiting times, and immediately assisting customers.
4. **Assurance:** Guaranteeing that service personnel have the necessary knowledge, skills, and courtesy.
5. **Empathy:** Providing attentive, personalized service and addressing customer problems individually.

Parasuraman, Zeithaml, and Berry (1985) conceptualized service quality based on studies showing that customer evaluations of received services are called "Perceived Service Quality," which is the experience after receiving the service.

Customers typically evaluate service quality based on ten criteria (Teerakit Nawaratan Na Ayutthaya, 2004, pp. 183-186):

1. **Reliability:** The ability to provide services accurately as promised, without requiring assistance.
2. **Tangibles:** The physical appearance of equipment, facilities, personnel, and communication materials.
3. **Responsiveness:** The willingness to provide prompt service and assist customers.
4. **Credibility:** The honesty and trustworthiness of the service provider.
5. **Security:** Freedom from danger, risk, and doubt.
6. **Access:** Ease of access and communication.
7. **Communication:** Listening to customers and providing necessary information in understandable language.
8. **Understanding the Customer:** Efforts to understand and learn customer needs.
9. **Competence:** The necessary knowledge and skills of employees to serve customers.
10. **Courtesy:** The politeness, friendliness, respect, and honor shown to customers by service personnel.

The researchers found a high degree of correlation among these variables and therefore revised the service quality evaluation criteria into five broad categories:

Reliability: The ability to provide accurate performance, services that match promises, and consistent service, leading to customer trust and dependability.

Assurance: Service providers' competence, courtesy, credibility, and security.

Tangibles: The physical appearance of equipment, facilities, personnel, and communication materials.

Empathy: Easy access, good communication, and customer understanding.

Responsiveness: Promptness and helpfulness.

Research Methodology

1. Population and Sample: This study's population and sample consist of academic and supporting staff from the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, comprising 5 departments and 2 divisions

2. questionnaire regarding satisfaction with the instructional media photocopying service provided by the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

open-ended questionnaire to inquire about satisfaction with the instructional media photocopying service.

Google Form Questionnaire Sections:

Photocopying Machines

Service Staff

Service Process/Procedures

Facilities

Service Quality

Service Location

Overall Service

Research Results

Research Results from 81 Faculty and Staff Respondents:

- **Copying Machine:** Mean 4.74, SD. .468
- **Service Staff:** Mean 3.75, SD. .498
- **Service Process/Steps:** Mean 4.37, SD. .479
- **Facilities:** Mean 4.69, SD. .478
- **Service Quality:** Mean 4.26, SD. .459
- **Service Location:** Mean 4.66, SD. .478
- **Overall Service:** Mean 4.79, SD. .478

Discussion

Study on Satisfaction with Instructional Media copy Services: A Case Study of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University

This study is a quantitative research project. The research instrument used was a questionnaire developed by the researcher. The study population consisted of faculty and staff from the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University. A sample size of 81 individuals was determined, and 81 completed questionnaires were collected for analysis. The research instrument, a questionnaire, was divided into three sections:

- **Section 1:** Personal demographic information of the respondents, comprising 5 items (gender, staff type, department, program). The questions were in a checklist format.

- **Section 2:** Satisfaction of service recipients with the instructional media photocopying service, a case study of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University. The questions were in a rating scale format.

- **Section 3:** Suggestions for improvement regarding service recipient satisfaction with the photocopying services of the General Administration Division. The questions were open-ended.

The data were analyzed using the SPSS (Statistical Package for the Social Sciences) software. Statistical methods employed included percentage, mean, standard deviation, t-test (dependent samples), F-test, and one-way ANOVA.

Summary of Findings

1. Photocopying Machines: Overall satisfaction was at the "highest agreement" level. When considering individual items, all were at the "highest agreement" level. The highest-rated item was the readiness of the photocopying machines and equipment, followed by the number of machines available. The lowest-rated item was the efficiency of the photocopying machines.

2. Service Staff: Overall satisfaction was at the "high agreement" level. All individual items were also at the "high agreement" level. The highest-rated item was the consultation service provided regarding photocopying, followed by the service-mindedness of the photocopying staff. The lowest-rated item was the actual photocopying service for instructional media.

3. Service Process/Procedures: Overall satisfaction was at the "high agreement" level. All individual items were also at the "high agreement" level. The highest-rated item was the appropriate duration of the service process, followed by convenient communication channels (e.g., phone, website, Line, Facebook). The lowest-rated item was the appropriateness, smoothness, and clarity of the service process.

4. Facilities: Overall satisfaction was at the "highest agreement" level. All individual items were also at the "highest agreement" level. The highest-rated item was the adequacy of amenities in the waiting area (e.g., seating), followed by the suitability and accessibility of the service point. The lowest-rated item was the clarity of the service point signage.

5. Service Quality: Overall satisfaction was at the "high agreement" level. All individual items were also at the "high agreement" level. The highest-rated item was receiving service within the scheduled time, followed by the value of the service received. The lowest-rated item was receiving service that met needs and was completed successfully.

6. Service Location: Overall satisfaction was at the "highest agreement" level. All individual items were also at the "highest agreement" level. The highest-rated item was adequate lighting, followed by cleanliness, orderliness, and a pleasant atmosphere. The lowest-rated item was the suitability and convenience of the location.

7. Overall Service: Overall satisfaction was at the "highest agreement" level. All individual items were also at the "highest agreement" level. The highest-rated item was satisfaction with the service provided by the staff. The lowest-rated item was overall satisfaction with the service.

Recommendations

1. The results of this study should be taken into account in order to improve teaching media copying services. to be suitable for further utilization

2. The results of the study should be used as information for the development of copy work in the next page

Acknowledgement

This research report, "Satisfaction with Instructional Media Photocopying Services: A Case Study of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University," was successfully completed due to the assistance of numerous individuals who graciously provided information, suggestions, advice, opinions, and encouragement.

The author would like to express sincere gratitude to Dean Ajarn Napsri Suwanchot for her guidance and review of every stage of the research report, ensuring its successful completion in accordance with the objectives.

The author would also like to extend deep appreciation to President Associate Professor Dr. Chutikarn Sriwiboon for granting the policy that allowed academic support staff the opportunity to conduct research, and to Suan Sunandha Rajabhat University for providing the opportunity and funding support for this research.

This report would not have been completed without the cooperation and assistance of the faculty and staff who participated in the questionnaire, generously dedicating their valuable time to provide complete and comprehensive data.

References

- Nattakorn Songkram. (2010). *Multimedia Design and Development for Learning*. Bangkok: Chulalongkorn University Press.
- Nattakorn Songkram. (2011). *Multimedia Design and Development for Learning* (2nd ed.). Bangkok: Chulalongkorn University Press.
- Pornpong Sirisukcharoenporn. (2018). Development of Web-Based Instruction in Computer Technology in Industrial Work. *Thonburi University Academic Journal*, 11(26).
- Prachyanan Nilsuk. (2014). *Learning Processes, Connections, and Web-Based Instructional Models Affecting Learning Achievement and Problem-Solving Regarding Connections*. (Doctoral Dissertation). Bangkok: Chulalongkorn University.
- Somyos Ngewlai, & Bandhit Phraprathanporn. (2018). Service Recipients' Satisfaction Towards Service Provision of Suan Sunandha Rajabhat University, Fiscal Year 2018. In *Proceedings of the Graduate School Conference* (pp. 546-555).
- Wilaporn Pimla. (2014). *Guidelines for Social Studies Learning Management to Develop Critical Thinking Skills for 21st Century Learners*. (Master's Thesis). Bangkok: Thaksin University.