

**EVALUATION OF ACADEMIC SERVICE PROVISION FOR COMMUNITIES:
A PROJECT TO IMPROVE QUALITY OF LIFE AND ENHANCE INCOME
FOR GRASSROOTS COMMUNITIES THROUGH SCIENCE, TECHNOLOGY,
AND INNOVATION IN SAMUT SONGKHRAM PROVINCE, FISCAL YEAR 2025**

Panisara Nitutorn*

Faculty of Science and Technology Suan Sunandha Rajabhat University

Email: panisara.ni@ssru.ac.th

Narong Sangwaranatee

Faculty of Science and Technology Suan Sunandha Rajabhat University

Email: narong.sa@ssru.ac.th

Abstract

The study “Evaluation of Academic Service Provision to the Community: The Project on Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and Innovation in Samut Songkhram Province, Fiscal Year 2025” aimed to evaluate the effectiveness of academic services provided to the community through the project, and identify problems, obstacles, and recommendations for improving the community service operations of the Faculty of Science and Technology, Suan Sunandha Rajabhat University. The sample comprised households participating in the project and general residents in the area who joined the activities, totaling 67 participants. Data collection tools included a household baseline survey for low-income families participating in the project and a project evaluation form for the Quality-of-Life Development and Grassroots Economic Upgrading Project under the Rajabhat University Strategic Plan for Local Development, Fiscal Year 2025. Data were analyzed using descriptive statistics, namely the mean and standard deviation.

Keywords: Evaluation, Academic Service, Project

Introduction

Suan Sunandha Rajabhat University is an educational institution that provides educational opportunities to the general public, resulting in the establishment of campuses in various regions such as Samut Songkhram, Udon Thani, Nakhon Pathom, and Ranong provinces, among others. The Faculty of Science and Technology is responsible for the Samut Songkhram campus, which serves as a target area for academic service projects under the “Rajabhat University Strategic Plan for Local Development.” The university has set policies for administration and development to ensure the successful implementation of this strategy.

Its main missions are as follows:

1. To promote academic services that are integrated with research and teaching.
2. To establish networks with governmental and private organizations in providing academic services aimed at solving problems and strengthening communities for sustainable development and self-reliance; and
3. To promote the establishment of learning centers that provide lifelong learning opportunities for people of all ages.

In the fiscal year 2025 (B.E. 2568), the Faculty of Science and Technology, Suan Sunandha Rajabhat University, implemented an academic service project under the Rajabhat University Strategic Plan for Local Development entitled “The Project for Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and

Innovation in Samut Songkhram Province for Fiscal Year 2025." This project focuses on responding to community needs while addressing local problems through academic services, thereby fostering strong relationships between the university and the community. Ultimately, this contributes to the dissemination of knowledge and the provision of academic services to local communities.

Recognizing the importance of these efforts, the researcher, who serves as a staff member in the Research and Academic Services Development Division of the Faculty of Science and Technology, Suan Sunandha Rajabhat University, undertook a study titled "Evaluation of Academic Service Implementation for the Community: The Project for Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and Innovation in Samut Songkhram Province for Fiscal Year 2025." The aim of this research is to enhance the researcher's professional performance, maximize the benefits for the Faculty of Science and Technology, and develop routine work into research (R2R), thereby improving the efficiency and capability of personnel in the Research and Academic Services Development Division.

Research Objectives

1. To evaluate the effectiveness of the academic service implementation for the community under the project "Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and Innovation in Samut Songkhram Province for the Fiscal Year 2025."

2. To study the problems, obstacles, and recommendations for improving the academic service operations for the community conducted by the Faculty of Science and Technology, Suan Sunandha Rajabhat University.

Scope of the Research

The population involved in this research was divided into two groups:

- Households participating in the project
- General members of the local community are participating in the project

The sample population consisted of 80 individuals. The sample size was determined using Yamane's formula with a margin of error of 0.05, resulting in a sample size of 67 participants.

Research Methodology

This research focuses on "The Evaluation of Academic Service Implementation for the Community: The Project for Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and Innovation in Samut Songkhram Province for the Fiscal Year 2025."

The study was conducted using the following procedures Population and Sample.

Households participating in the project.

The general population in the project area. The sample group consisted of 80 people. The sample size was determined using Yamane's formula with a margin of error of 0.05, resulting in a sample size of 67 respondents.

2 Research Procedures

To determine the research objectives and define the scope of the study.

To review relevant literature and related theoretical concepts.

To develop research instruments for data collection.

Data Collection

1. Primary Data

Primary data were collected from households participating in the project and from the general population in the project area. The population consisted of 80 individuals, and the sample size was 67 respondents.

2. Secondary Data

Secondary data consisted of statistical information collected from documents, books, journals, research reports, academic articles, and related literature obtained from various databases, including relevant information from the internet.

Study Area

The study was conducted in the area where academic service projects were implemented in Samut Songkhram Province.

Period of Study

The study was conducted from 1 February to 31 August 2025.

Data Analysis

The data obtained from the questionnaires were analyzed using descriptive statistics, including frequency and percentage, to describe the general characteristics of the respondents. Satisfaction levels of the sample group were analyzed using the mean ($\bar{X}$) and standard deviation (S.D.). Data analysis was performed using a computer program, namely SPSS for Windows, to calculate statistical values and interpret the mean scores. The criteria for interpreting the mean scores were defined as follows:

- 4.50 – 5.00 = Very High
- 3.50 – 4.49 = High
- 2.50 – 3.49 = Moderate
- 1.50 – 2.49 = Low

Research Results

The research titled “Evaluation of Academic Service Implementation for the Community: The Project for Improving Quality of Life and Increasing Income for Grassroots Communities through Science, Technology, and Innovation in Samut Songkhram Province for the Fiscal Year 2025” was analyzed and interpreted by the researcher in two parts. To ensure consistency and clarity in communication, symbols and abbreviations used in the data analysis were defined as follows:

Symbols and Abbreviations Used in the Presentation of Data Analysis Results

For convenience in presenting and interpreting the analytical results and to ensure a clear understanding, the researcher established the following symbols and abbreviations:

- n = Number of samples
- $\bar{X}$ = Mean of the sample group
- S.D. = Standard deviation
- t = Statistical value considered under the t -distribution
- F = Statistical value considered under the F -distribution
- * = Statistical significance at the 0.05 level

(Gross Village Happiness: GVH)

Component 1: Good Health and Well-being	$\bar{X} = 4.24$	S.D. = 0.67
Component 2: Strong Community Economy	$\bar{X} = 4.42$	S.D. = 0.73
Component 3: Warm and Supportive Family	$\bar{X} = 4.33$	S.D. = 0.65
Component 4: Empowered and Resilient Community	$\bar{X} = 4.39$	S.D. = 0.66
Component 5: Good Environment and Balanced Ecosystem	$\bar{X} = 4.49$	S.D. = 0.62
Component 6: Democratic Community	$\bar{X} = 4.36$	S.D. = 0.69

Discussion

Component 1: Good Health and Well-being

The study found that respondents from the community placed great importance on acquiring knowledge to build and maintain good physical health, prevent illness, and achieve longevity. They emphasized developing life skills that promote meaningful living, enable normal and harmonious coexistence within society, and contribute positively to themselves, their families, and their communities to their fullest potential. This finding is consistent with the research of Thiparun Somphoo (2009), which stated that quality of life consists of four main components: physical, mental, social relationship, and environmental aspects.

Component 2: Strong Community Economy

The study revealed that respondents valued the presence of activities that strengthen the grassroots economy, as well as the continuous development of community products supported by local financial institutions. Consequently, the grassroots communities participating in the project believed that a strong and sustainable grassroots economy is essential for the community's overall economic strength. The knowledge transferred through the project must lead to real income generation for the grassroots population, and the products developed should be recognized and accepted by financial institutions. This aligns with the findings of Surasit Wachirakachorn and Jiraphon Buranasin (2011), who stated that projects managed by community cooperatives yield higher effectiveness compared to those managed by private companies, subdistrict administrative organizations (SAOs), or municipalities.

Component 3: Warm and Supportive Family

The study found that respondents from the community placed high importance on the family institution. The community values the care and well-being of the elderly, ensuring that they can live happily and with dignity. It also emphasizes the upbringing of young members to grow into quality individuals while maintaining the Thai way of life and preserving strong family relationships. Each family member is encouraged to perform their roles and responsibilities appropriately to sustain a stable and sustainable family and community life. Moreover, families and communities take responsibility for caring for the elderly, ensuring they live happily according to the good traditions and customs of Thai culture.

Component 4: Strong and Resilient Community

The study revealed that respondents viewed their communities as having strong relationships among residents and local organizations. People cooperate, support one another, and live together peacefully. The community also collaborates with various development partners who play supportive roles in strengthening local operations. This cooperation enables the community to have effective management and utilize community development plans to enhance the quality of life of its members. Consequently, the community can preserve its unique traditions, culture, and local wisdom, as well as the distinctive Thai identity.

Component 5: Good Environment and Balanced Ecosystem

The study found that respondents placed great importance on the abundance of natural resources and the quality of the environment, as these contribute to maintaining ecological balance and improving the quality of human life. Communities focused on creating a safe living environment—both in terms of life and property—and ensuring the availability of adequate public utilities and infrastructure. Individuals and families also have access to secure housing, which enhances stability and well-being. These findings are consistent with the research of Piyarach Thepsupa (2017), who stated that the key factors promoting a good environment and balanced ecosystem include unity and active participation among project members. Decisions made collectively through community meetings serve as effective guidelines for successful project implementation.

Component 6: Democratic Community

The study revealed that respondents valued dignity, rights, freedom, and mutual respect, emphasizing equality and human dignity under democratic principles. The community has established mechanisms for conflict resolution, promoting peace and harmony among its members. Additionally, the community practices good governance, with management systems based on transparency, fairness, accountability, and cost-effectiveness. Individuals in the community also exercise their rights and duties responsibly, adhering to democratic principles. They refrain from vote-buying or selling and participate in elections ethically and responsibly, reflecting a community that upholds democratic values in both spirit and practice.

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