

**FACULTY SATISFACTION IN THE FACULTY OF SCIENCE AND TECHNOLOGY
WITH THE SERVICES PROVIDED BY THE RESEARCH AND ACADEMIC
SERVICES DEVELOPMENT DIVISION: A CASE STUDY OF THE FACULTY OF
SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY**

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Abstract

The study on satisfaction with the services of the Research and Academic Services Development Division: A case study of the Faculty of Science and Technology, Suan Sunandha Rajabhat University, aimed to examine the level of satisfaction of service users of the Research and Academic Services Development Division and to explore approaches to enhancing the efficiency of its services within the Faculty of Science and Technology. The population of this study consisted of 97 full-time lecturers from all programs in the Faculty of Science and Technology, Suan Sunandha Rajabhat University. Data were collected using questionnaires, and the statistics employed for data analysis included percentage, mean, and standard deviation

Keywords: Satisfaction, Providing services, Academic Services Department

Introduction

The Research and Academic Services Development Division plays a crucial role in supporting faculty members in conducting research and providing academic services, which are essential to improving the quality of education and raising the overall standards of the university. This is particularly important in the Faculty of Science and Technology, where research serves as the foundation for generating knowledge, innovation, and new technologies. Effective services from the Division can enhance the capacity of faculty members and lead to the development of high-quality knowledge. Conversely, services that do not align with the needs of faculty members may affect the efficiency of both research and academic services. Therefore, studying faculty members' satisfaction with the services of the Research and Academic Services Development Division is necessary to evaluate the quality and effectiveness of the services and to identify ways to improve them in line with faculty members' needs.

The Faculty of Science and Technology comprises several academic disciplines, supporting teaching and learning for students and full-time lecturers within the faculty. The researcher recognized the need to conduct a study on service provision to systematically collect information for continuous improvement and development. Hence, the researcher intends to carry out this study on “Faculty Members’ Satisfaction with the Services of the Research and Academic Services Development Division, Faculty of Science and Technology,” as part of the annual R2R (Routine to Research) initiative for the fiscal year 2025.

Research Objectives

1. To examine the level of satisfaction of faculty members in the Faculty of Science and Technology with the services provided by the Research and Academic Services Development Division.
2. To improve and enhance the efficiency of delivery service.

Scope of the Research

The population and sample of this study consisted of faculty members from the Faculty of Science and Technology, Suan Sunandha Rajabhat University, covering 12 academic programs and one foreign lecturer. In total, there were 97 participants.

The academic programs included

1. Science and Innovation
2. Food Industry Microbiology and Biotechnological Innovation
3. Environmental Biology
4. Food Science and Technology
5. Forensic Science
6. Home Economics
7. Sport and Health Science
8. Information Technology
9. Computer Science and Data Innovation
10. Environmental Science and Technology
11. Digital Innovation and Content Management
12. Food Innovation and Professional Chef
13. Foreign Lecturer

Research Methodology

Population and Sampling

The population and sample of this study consisted of faculty members of the Faculty of Science and Technology, Suan Sunandha Rajabhat University, covering 12 academic programs and one international lecturer.

Research Instruments and Instrument Quality

The research instruments used in this study included a questionnaire, which was divided into two main parts.

1. General demographic information of the respondents (e.g., gender, age, academic position, and experience in using the services).
2. Faculty satisfaction with various aspects of the services, such as accessibility and convenience, efficiency of service delivery, and the competence of service personnel.

Data Collection

The data collection process was conducted in two phases

- **Phase 1:** Data were collected through interviews with faculty members who had used the services of the Research and Academic Services Development Division, Faculty of Science and Technology.
- **Phase 2:** A satisfaction evaluation form was developed in the form of a Google Form and distributed to the same group of faculty members who participated in Phase 1.

Data Analysis

The data on faculty satisfaction with the services provided by the Research and Academic Services Development Division, Faculty of Science and Technology, Suan Sunandha Rajabhat University, were analyzed using the mean (Average) and standard deviation (S.D.).

Research Results

It was found that the majority of service users of the Research and Academic Services Development Division, Faculty of Science and Technology, were lecturers, totaling 78 individuals.

The results of the analysis of faculty members' satisfaction with the services of the Research and Academic Services Development Division: A Case Study of the Faculty of Science and Technology, Suan Sunandha Rajabhat University, were examined in the following aspects.

1. Public relations and information dissemination the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of public relations and information, it was found that the **overall satisfaction was at a very high level.**

2. Communication and service requests the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of contact and service requesting, it was found that the **overall satisfaction was at a very high level.**

3. Operations and service delivery the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of operation and service provision, it was found that the **overall satisfaction was at the highest level.**

4. Convenience of service channels the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of **convenience of service channels**, it was found that the **overall satisfaction was at a very high level.**

5. Responsiveness and problem-solving the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of **response and problem-solving**, it was found that the **overall satisfaction was at a very high level.**

6. Overall service quality the results of the satisfaction analysis of lecturers at the Faculty of Science and Technology regarding the services provided by the Research Development and Academic Services Division (Case Study: Faculty of Science and Technology, Suan Sunandha Rajabhat University), in the area of **overall service**, it was found that the **overall satisfaction was at the highest level.**

Discussion

Public Relations and Information Dissemination Mean 4.44, SD 0.56

Overall, the level of satisfaction was rated as "high." When considered by item, the highest level of satisfaction was for the clarity and completeness of the service information, followed by the accessibility of public relations channels (e.g., website, social media). The lowest-ranked item was the timeliness and up-to-date nature of information provided

Communication and Service Requests Mean 4.39, SD 0.57

Overall, the level of satisfaction was rated as "high." When considered by item, the highest level of satisfaction was for the convenience of contacting staff, followed by the promptness of responses to inquiries. The lowest-ranked item was the clarity of the procedures for requesting services

Operations and Service Delivery Mean 4.47, SD 0.52

Overall, the level of satisfaction was rated as "very high." When considered by item, the highest level of satisfaction was for the guidance and assistance provided by staff, followed by the accuracy and completeness of service information. The lowest-ranked item was the timeliness of operations in accordance with the specified timeframe

Convenience of Service Channels Mean 4.40, SD 0.57

Overall, the level of satisfaction was rated as "high." When considered by item, all aspects were rated as "high." The highest-ranked item was the readiness of staff to provide services through various channels, followed by the availability of multiple service options (online/offline). The lowest-ranked item was also the readiness of staff to provide services through different channels

Responsiveness and Problem-Solving Mean 4.43, SD 0.55

Overall, the level of satisfaction was rated as "high." When considered by item, the highest level of satisfaction was for the staff's ability to solve users' problems, followed by the appropriateness of the guidance provided for problem-solving. The lowest-ranked item was the promptness of responses to questions and concerns

Overall Service Quality Mean 4.52, SD 0.50

Overall, the level of satisfaction was rated as "very high." When considered by item, all aspects were rated as "very high." The highest-ranked item was satisfaction with staff service, while the lowest-ranked item was overall satisfaction with the services received

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