

STUDENT SATISFACTION WITH EDUCATIONAL INSTITUTION ADMINISTRATOR LICENSING SERVICES

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ABSTRACT

The present study investigates the satisfaction levels of students applying for licenses to practice as school administrators in the field of educational administration at Suan Sunandha Rajabhat University. The sample comprised 50 students enrolled in the Educational Administration Program, and data were collected through a questionnaire. Descriptive statistics, including frequency, mean, and standard deviation, were used to analyze the data. Results indicate that students' overall satisfaction with the licensing services was high ($\bar{x} = 4.05$). Service personnel received the highest satisfaction ratings ($\bar{x} = 4.23$), followed by location and facilities, process/service procedures ($\bar{x} = 4.09$), and information resources ($\bar{x} = 3.94$), respectively.

Keywords: License to Practice Education Institute Administrators/ Educational Administration Program

INTRODUCTION

The effective production and development of highly skilled manpower, to meet both local and national needs, necessitates a qualitative and quantitative evaluation of graduates. This evaluation serves to demonstrate the graduates' competency and proficiency in pursuing a career, as well as their ethical conduct, in order to enhance their own quality of life and contribute to society. Consequently, it is imperative for educational institutions at the higher education level to undertake the mission of producing graduates that are desirable to organizations, possessing both professional knowledge and adequate social skills. This mission serves to elevate the quality of the workforce, equipping them with the necessary skills to keep pace with the ever-changing global economy. Educational institutions recognize the vital importance of producing graduates who can meet the continuous demands of the labor market and the local community in the future. [1]

In the present times, providing quality services is considered a pivotal aspect of business operations, as it serves as an indicator of an organization's potential in terms of quality, responsiveness, and attentiveness in delivering services. The provision of satisfactory services is required to cater to the needs of customers as much as possible. The results derived from measuring service satisfaction can be utilized as a strategic tool for enhancing and developing various work processes, leading to greater efficiency and customer satisfaction. This view is supported [2], who emphasized the importance of providing satisfactory services.

In the context of studying the satisfaction of students applying for licenses to practice as school administrators, the researcher acknowledges the significance of customer satisfaction and, hence, expresses a keen interest in exploring this area of research.

RESEARCH OBJECTIVE

To study the satisfaction of students applying for a license to practice school administrators in Educational Administration program, Suan Sunandha Rajabhat University.

LITERATURE REVIEW

In order to investigate the satisfaction levels of students applying for a school administrator license, the researcher examined relevant documents and research, and presented the following topics:

Definition of Satisfaction

According to Charinee Dejchinda [3], satisfaction is defined as an individual's feelings or attitudes towards something or related factors. The feeling of satisfaction occurs when an individual's needs are met to a certain extent, and the feeling decreases or does not occur if the desire or purpose is not fulfilled.

Sa-nga Phunarong [4] has stated that satisfaction refers to the feeling that arises when a goal has been achieved or when the final objective has been accomplished.

Prinya Jareratch et al. [5] have defined satisfaction as an individual's positive attitude, emotional response, or inclination towards their work, engagement, or assigned tasks. Such satisfaction is influenced by a variety of factors, including the rewards received and the surrounding environment, which may trigger either satisfaction or dissatisfaction.

Concepts and Theories Related to Satisfaction

Wichai Luengthammachart [6] proposed that satisfaction is related to human needs, and it can only occur when human needs are fulfilled. Basic needs are universal and are the same for all human beings, regardless of their location.

Pitak Trutthip [7] suggested that satisfaction is a reaction to a stimulus or a situation that is expressed in the form of the final result of the evaluation process, indicating the direction of the evaluation result as positive or negative, or no reaction which is indifferent to the stimulus.

Suthep Panichpan [8] summarized the motivations that are used as tools to motivate people to be satisfied as follows: (1) Material incentives such as money, and objects; (2) Desired physical conditions, which are the environments in which various activities are performed, and are crucial for physical happiness; (3) Ideal interests, which are things that satisfy a person's needs; and (4) Social benefits, such

as friendly relations with participants, which promote bonding, satisfaction, and a state of coexistence that is satisfactory for the individual in terms of social or social security, making them feel secure and stable in their activities.

Prinya Jareratch et al. [5] stated that there are many ways to measure satisfaction, namely: 1) Using a questionnaire: the questionnaire will be issued to obtain opinions. This can be done in a way that provides a choice of answers or answers to independent questions. Such questions may ask about satisfaction in areas such as services, administration, and conditions; 2) Interviews: It is a direct method of measuring satisfaction that requires good techniques and methods to obtain factual information; and 3) Observation: It is a method of measuring satisfaction by observing the behavior of the target person, whether expressed through speech or gestures. This method requires serious action and methodical observation.

RESEARCH METHODOLOGY

This study employed a quantitative research methodology utilizing a questionnaire as the primary data collection method.

1. Population and sample

The population for this study consisted of 50 Educational Administration students from Suan Sunandha Rajabhat University. A simple random sampling technique was utilized to select the sample.

2. Tools Utilized in the Study

The data collection tool utilized in this study was a questionnaire. The development process of the questionnaire involved the following steps: constructing a questionnaire consistent with the conceptual framework of the research, drafting the structure of the questionnaire and its items, sending the questionnaire to experts to assess the appropriateness of the items, modifying the questionnaire based on expert feedback, and administering the final version of the questionnaire to the participants.

3. Data Analysis

The collected data was organized, processed, and analyzed using statistical software packages. The analysis comprised two parts:

In Part 1, descriptive statistics such as numbers and percentages were employed to analyze personal demographic data. The results of the analysis were presented in tabular format along with a written narrative.

In Part 2, student satisfaction data was analyzed using descriptive statistics, namely mean and standard deviation, and compared against the predetermined criteria. The interpretation of the survey scores was based on the following criteria:

An average score ranging from 4.50 to 5.00 indicates the highest level of satisfaction.

An average score ranging from 3.50 to 4.49 indicates a high level of satisfaction.

An average score ranging from 2.50 to 3.49 indicates a moderate level of satisfaction.

An average score ranging from 1.50 to 2.49 indicates a low level of satisfaction.

An average score ranging from 1.00 to 1.49 indicates the lowest level of satisfaction.

RESEARCH RESULTS

1. Personal Factors of the Respondents:

The study found that 78.00 percent of the respondents were female and 22.00 percent were male. The largest age group among the respondents was 31-40 years, accounting for 58.00 percent of the sample, followed by 21-30 years (24.00 percent) and 41-50 years (18.00 percent). In terms of marital status, the majority of the respondents were single (66.00 percent), while the remaining 34.00 percent were married. Moreover, the study revealed that the largest proportion of respondents reported an average monthly income of 15,001-25,000 baht (48.00 percent), followed by 25,001-35,000 baht (32.00 percent) and 35,001-45,000 baht (20.00 percent).

2. Customer Satisfaction:

The study found that the overall customer satisfaction level was high, with a mean score of 4.05. When analyzed by aspect, the findings indicated that the service personnel aspect received the highest satisfaction rating ($\bar{x}=4.23$), followed by the location and facilities, process and service procedures aspect ($\bar{x}=4.09$), and the information resources aspect received the lowest satisfaction rating ($\bar{x}=3.94$).

DISCUSSION

After analyzing the satisfaction levels of students who applied for the service of obtaining a license to practice education institute administrators, it was found that the overall satisfaction of service users was high. This research outcome can be attributed to the department's continuous efforts to enhance customer satisfaction. The department has utilized research findings to devise an action plan that addresses the challenges of providing top-quality service to its users. Moreover, the department has conducted various operations and meetings to exchange knowledge regarding different problems and obstacles to identify ways to improve service quality. This finding is consistent with the research conducted Panuchanat Permpoon¹ and Bundit Phrapratanporn [9] Service quality that affects the decision to pursue a Master of Business Administration program Case study: Suan Sunandha Rajabhat University student. The study found that the quality of services that most affected the decision to pursue a Master of Business Administration program was management, followed by cost throughout the program, university infrastructure, internationalization, and academic programs, respectively.

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