

SATISFACTION WITH THE SERVICE OF THE OFFICIALS OF HIDA IN THE GRADUATE SCHOOL AT SUAN SUNANDHA RAJABHAT UNIVERSITY

Chidapha Sommanee Wong ^{1*}, Thaniya Pongsiri ²

^{1*,2}Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: chidapha.so@ssru.ac.th ^{1*}, thaniya.po@ssru.ac.th ²

ABSTRACT

The purpose of this research is to effectively study Satisfaction with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University. Using two forms of questionnaire: 1) paper type 2) An online type was used to collect data from participants. Forty people were trained in the third-generation course and analyzed using ready-made programs.

The results revealed that:

1. Information on the personal data of 40 respondents revealed that most respondents were female, 31 representing 77.50 percent, and male, nine people representing 22.50 percent.

2. Satisfaction level data with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University, overall satisfaction in all aspects was average. of ($\bar{x} = 4.88$), which was at a high level. The issues with the highest average level were Politeness, smiling and being cheerful. Manners and manners of service personnel and honesty in performing duties, such as not asking for compensation or accepting bribes, do not wrongfully take advantage, etc. ($\bar{x} = 5.00$) The issue with the lowest average level is that officials know. Ability to provide services, such as answering questions, clarifying doubts, giving advice, and helping solve problems. Accurately and reliably ($\bar{x} = 4.68$)

Keywords: Satisfaction, Service, Officials

INTRODUCTION

Every organization will achieve its objectives and goals if it effectively uses its resources, which include people, money, materials, and management. People are considered the most crucial factor for the effective and efficient management of an organization. Therefore, empathy for personnel within the organization is a necessity for executives to provide. The importance of job satisfaction is to keep employees enthusiastic and committed to work at their highest efficiency. When personnel are satisfied

with their work, it leads to the organization's goals and builds loyalty for individuals to stay with the organization for a long time. The problems that arise may damage the organization.

Employee Satisfaction will result in employees working happily. It affects the efficiency and potential of the organization, as well as the rate of turnover or job transfer of the organization. Human resources are an essential factor for a successful business and an organization to achieve its goals. In this era, organizations are paying a lot of attention to human resources in order to retain their employees. It also minimizes turnover. One of the things that organizations need to take into account as much as anything else is "Employee Satisfaction" which is one of the critical factors that will allow employees to work happily and in the long run. How satisfied are you with the organization? The chances of them being productive are also higher. This will also affect the success of the organization that will have a high chance of success and speed. The relationship dimension in the organization can also affect job satisfaction. If one dimension has a problem, It can affect another dimension and many dimensions. At the same time, if the organization good personnel management in all dimensions will also create adequate satisfaction. The 5 dimensions of satisfaction consist of (1) satisfaction with colleagues (2) satisfaction with superiors. (3) Satisfaction with subordinates (4) Satisfaction with management (5) Satisfaction with the organization.

Therefore, the researcher is interested in the official's service satisfaction of the Graduate Certificate for Health Innovation Digital Age (HIDA), Graduate School of Suan Sunandha Rajabhat University as a guideline for improvement. This will create communication and mutual understanding between service providers and recipients now and in the future.

OBJECTIVE

To study satisfaction with the quality of service provided and study the problems and suggestions of service users on the quality of service provided by the officials.

LITERATURE REVIEW

1. The concept of satisfaction:

The Dictionary of the Royal Academy [1] gives the meaning of the word satisfaction to mean love and pleasure. From the definition of satisfaction mentioned above. In conclusion, satisfaction refers to the feeling of liking or being satisfied with a particular subject or towards elements and incentives in various aspects due to interest. This results in a positive attitude when their own needs are met.

Maslow's Hierarchy of Needs [2] has placed five levels of human incentives or needs, in order of their importance, as follows.

1. Physiological Needs
2. Safety Needs
3. Belonging and Love Needs
4. Esteem Needs

5. Self-actualization

Satisfaction at this stage of human need, the more advanced need sometimes manifests itself before the initial need is satisfied. However, most individuals show that they are most satisfied.

2. Vision and Strategic Thrusts of Suan Sunandha Rajabhat University:

The vision of the university is A leader in producing professionals for sustainable social development. The strategic thrusts are (1) Produce graduates and develop skillful professionals with morals and ethics in specific areas. (2) Develop education management systems, create innovative learning, and enhance administration to achieve international standards. (3) Conduct research and create innovation and creativity at both national and international level for sustainable benefits. (4) Create academic service networks in order to drive national strategies.

3. Related research:

The Ministry of Labor, Department of Employment [3] studied the essential qualities of employees that employers want and the characteristics of employers that employees wish to in the industrial and service sectors. It was found that employers.

Employees with basic professional ethics are first needed in the industrial and service sectors. This is followed by morality, ethics, academic knowledge, and ability according to the nature of work in the field of study. As for the general qualifications employers in the industrial and service sectors need, first, they want employees who are honest in performing their duties, followed by employees who are punctual and enthusiastic employees who perform their duties. Employees in the industrial and service sectors want employers with essential characteristics first: employers who are fair to everyone, followed by employers who provide adequate welfare. (Holiday Medical treatment, bonus) and appropriate remuneration.

Maejo University [4] conducted a study on entrepreneurial satisfaction at work of undergraduate graduates in the academic year 2010 and found that entrepreneurs were very satisfied with the quality of Maejo University graduates (average 3.86), communication and use of information technology (average 3.82), cognitive skills (average 3.80), and knowledge (average 3.79).

Songkhla Rajabhat University [5] conducted a study on the satisfaction of graduate users in the academic year 2013 and found that graduate users were delighted in all areas, respectively, namely knowledge (average 4.50), interpersonal skills and responsibility (average 4.48), morality, ethics, numerical analysis skills. Communication and use of technology in cognitive skills (mean 4.41 equal) When considering the results of graduate development according to identity. It was found that graduate users had the highest satisfaction with their excellent people's identity with the highest level of satisfaction. This was followed by the public spirit (average 4.48) and life skills (average 4.43), with high levels of satisfaction as well.

Kritsuda Keawubon [6] studied the guidelines for developing the characteristics of the workforce according to the needs of service business establishments in Phitsanulok province. It was found that the characteristics of the workforce according to the needs of service business establishments in Phitsanulok

province are at a high level in all aspects, including morality, ethics, interpersonal skills, operational ability, and knowledge. As for the guidelines for developing labor characteristics, enterprises were found. Need workers who are responsible for their duties and disciplined at work. Be diligent, patient and selfless. Respect for the rights and property of others. Perform work with integrity. Have a good attitude towards responsible agencies in society and behave in good morals. Making workers think about helping each other willingly. Creating a positive attitude towards oneself and others. It affects the increase in the working potential of workers. There are many ways to learn: Self-paced learning in channels from different types of media: Learn from your boss and colleagues and apply theoretical knowledge to your work to perform your duties correctly.

Silpakorn University, Faculty of Arts [7] surveyed the opinions of graduate users on desirable graduate characteristics. Faculty of Arts, Silpakorn University for the academic year 2014 by surveying Graduate users' opinions on graduates in the academic year 2013, it was found that graduate users were delighted with the Faculty of Arts graduates (average 4.20) on a per-item basis, graduate users were most satisfied with cooperation with colleagues (average 4.53), followed by leadership ability (average 4.47) and knowing their responsibilities (average 4.46). Graduate users were most satisfied with Thai language courses (average 4.66), followed by oriental languages and French courses (same average 4.28). As for the quality of graduates according to the National Higher Education Qualification Standards Framework. Graduates were most satisfied with moral and ethical skills (average 4.38), followed by interpersonal skills (average 4.24) and numerical critical thinking and information technology (average 4.11).

[8] Suan Sunandha Rajabhat University is divided into 2 types of personnel:

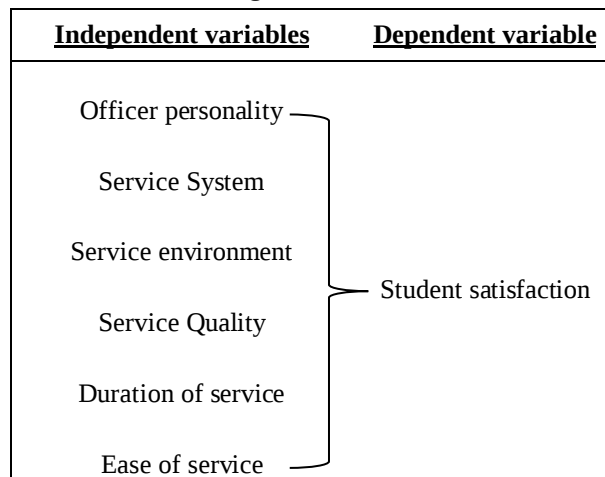
1. Academic Staff
2. Academic Support Staff

It can be seen that academic support personnel are an important force in leading the organization to achieve its goals. The performance of personnel is an important part of driving the organization towards the objectives by measuring success from performance.

4. Conceptual framework of research:

From the study of concepts, theories, and related research to guide on satisfaction of Graduate Certificate for Health Innovation Digital Age (HIDA) officials service. Graduate School of Suan Sunandha Rajabhat University. The researcher established a conceptual framework for guiding the study:

Figure 1



RESEARCH METHODOLOGY

Research on Satisfaction with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University. The objective was to study satisfaction with the quality of service provided and study the problems, and suggestions of service users on the quality of service provided by the officials. as follows:

1. Population and sample
2. Research instruments
3. Data Collection
4. Data analysis

Sub-Section 1

The population and sample used in the research was a student of the Graduate Certificate for Health Innovation Digital Age (HIDA) 3rd had a total of 51 participants, with a random population of 40 participants.

Sub-Section 2

The research instruments in this research using 2 forms of questionnaire: paper type and online type. There are 32 sets of paper and 8 sets. of online to collect data from participants. 40 people trained in the 3rd generation course and analyzed using ready-made programs.

Part 1 General Information of Respondents. An open-ended questionnaire, fill-in the answers, and a closed-ended answer option characterizes it. Inquire about gender and age. The type of checklist includes 2 items.

Part 2 Project Satisfaction. The questionnaire is closed-ended, with a 5-level estimation scale of 6 items.

Part 3 Recommendations for improving services. The nature of the questionnaire is open-ended.

Sub-Section 3

The data collection: Proceed to collect information by requesting courtesy to Chatrium Hotel & Residence Riverside Bangkok by giving HIDA's students an answer to the questionnaire or take the online platforms at: <https://www.enablesurvey.com/r/yoa34ls>

Sub-Section 4

The data analysis: The researcher checked the accuracy of the data. Bring the data to the data analysis code with a computer. Using statistical ready-made programs. For social science research, SPSS for WINDOWS uses two statistical tools:

Part 1 General Information of Respondents. It is analyzed by finding the frequency (f) and percentage value (Percentage) to describe the status of the respondents.

Part 2: Results of the analysis of satisfaction data. The data is analyzed by finding the percentage (Percentage), arithmetic mean ($\bar{x}$), and Standard Deviation (S.D.).

RESULTS

It was found that there were all personnel who responded to the questionnaire. There were females, 31 people representing 77.50, and males, 9 people represented 22.50. Most personnel were aged 50 years and over, 23, 57.5%, and 17, 41-50, 42.5%. From Table 1.

Table 1

No.	Gender	Number	Percentage
1	Male	9	22.50
2	Female	31	77.50
Totals		40	100

Satisfaction level data with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University found overall satisfaction in all aspects had an average value of ($\bar{x}$ = 4.88), which was high.

The issues with the highest average level were politeness, smiling, and cheerfulness. Manners and manners of service personnel and honesty in performing duties, such as not asking for compensation or accepting bribes, do not wrongfully take advantage, etc. ($\bar{x}$ = 5.00).

The issue with the lowest average level is that officials have the knowledge and the ability to provide services, such as answering questions, clarifying doubts, giving advice, and helping solve problems. Accurately and reliably ($\bar{x}$ = 4.68). From Table 2.

Table 2

No.	Details	$\bar{x}$	S.D.
1	Officials know. Ability to provide services, such as answering questions, clarifying doubts, giving advice, and helping solve problems. Accurately and reliably	4.65	0.48
2	Politeness, smiling, and being cheerful. Manners and manners of service personnel	5.00	0.00
3	Attentiveness, enthusiasm	4.98	0.16

	and availability of services		
4	Kindness and generosity, not shirking responsibility	4.98	0.16
5	Honesty in performing duties, such as not asking for compensation, accepting bribes, not taking advantage wrongfully, etc.	5.00	0.00
6	Provides fast and Convenient. Timely	4.68	0.47
Totals		4.88	0.21

Part 3 Recommendations for improving services. According to the survey, respondents she had no suggestions for improving the service.

CONCLUSION

Conclusion of research findings on Satisfaction level data with the service of the officials of HIDA in the Graduate School at Suan Sunandha Rajabhat University.

The critical issue in Part 2 of the questionnaire was that overall satisfaction with the services provided in all aspects was average, which was at a high level. Issues with the same average and at the highest level were politeness, smiling, and cheerfulness, the manners and manners of service personnel, and Honesty in performing duties, such as not asking for compensation or accepting bribes, not wrongfully taking advantage, etc.

They were followed by the same average ranks and at a significant level: *attentiveness, enthusiasm, availability of services, kindness, generosity, and not shirking responsibility.*

Followed by the average level is moderate: *Provides fast and Convenience. Timely.*

The issues with the lowest average: *Officials know. Ability to provide services, such as being able to answer questions, clarify doubts, give advice, and help solve problems. Accurately and reliably.*

Suggestions: The lowest average results should be taken to develop in service so that service recipients can understand correctly and stamped with the curriculum and have confidence in Suan Sunandha Rajabhat University.

ACKNOWLEDGEMENTS

The research report on Satisfaction with the service of HIDA and graduate School officials at Suan Sunandha Rajabhat University was achieved because many executives and personnel kindly assisted in providing feedback, consultations, and opinions.

The author wants to thank The Graduate School and Suan Sunandha Rajabhat University for their support. The author would also like to thank the university's SSRU executives, including Associate Professor Dr. Chutikarn Sriviboon, the president, and Associate Professor Dr. Duangsamorn Rungsawanpho, the Dean of the Graduate School, as well as all the respondents who participated in the research.

REFERENCE

- [1] The dictionary of the Royal Academy, B.E. 2542 (1999), Bangkok: Nanmeebooks, Pp.793.
- [2] Maslow, A. H. (1970). *Motivation and Personality*. New York: Harper & Row.
- [3] The Ministry of Labor, Department of Employment, Labor Market Research Division (2009). Basic Qualifications of Employees Preferred by Employers and Qualifications of Employers Preferred by Employees in the Industrial and Service Sectors. In Labor Market Research Report 2009-2010, Pp. 77-105. Bangkok: Labor Market Research Division Department of Employment, Ministry of Labor.
- [4] Maejo University, Planning Division, (2011). Entrepreneurial satisfaction in the work of undergraduate graduates, academic year 2010.
- [5] Songkhla Rajabhat University, ORA Online Regis Application, (2013). *Graduate User Satisfaction Study 2013*.
- [6] Kritsuda Keawubon, (2014). Guidelines for developing the workforce characteristics according to the needs of service business establishments in Phitsanulok province. In Report from the 15th National and International Research Presentation Symposium (Proceedings), Graduate Education Network, Northern Rajabhat University.
- [7] Silpakorn University, Faculty of Arts, (2014). Survey of graduate users on desirable graduate characteristics Faculty of Arts, Silpakorn University Academic Year 2014.
- [8] Warangkana kongsil, Thanasuwit thabhiranrak, (2018). *Factors Influencing Happiness of Academic supporting staff of Suan Sunandha Rajabhat University*. SSRU Graduate Studies Journal. 11 (2), Pp. 150-163