

GUIDELINES FOR DEVELOPING ELECTRONIC JOURNAL SERVICES FOR GRADUATE STUDIES JOURNALS AT SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The objectives of this research were: (1) to examine the level of satisfaction with the e-journal service development of graduate studies journals at Suan Sunandha Rajabhat University, and (2) to investigate guidelines for the development of electronic journal services for the Journal of Graduate Studies at the same university. The study employed a purposive random sampling method, and the samples consisted of graduate students and the general public who accessed the online journal using a questionnaire for data collection. The statistical methods used in data analysis were percentage, mean, and standard deviation.

The results indicated that (1) the majority of respondents were female, comprising 72.0 percent of the sample, with the largest age group being 36 to 40 years, representing 32.0 percent of the sample. Furthermore, half of the sample consisted of students (50.0 percent), and the majority of respondents held a master's degree, accounting for 60.0 percent of the sample. (2) The results demonstrated that the level of satisfaction with the development of e-journal services was at its highest level, with all items achieving the highest level of satisfaction. The top three items that received the highest satisfaction scores were: clear contact channels for system administrators, clear and appropriate graphic design, and the processing speed in information search, and the convenience of accessing and downloading journals, with mean values of 4.44, 4.42, 4.40, and 4.40, respectively.

Keywords: Terms: Service Development, Electronic Journal, Graduate Studies Journals

INTRODUCTION

In the past, the process of preparing a journal involved several stages, beginning with the collection of documents, followed by soliciting articles from researchers, accepting submissions, reviewing content, evaluating articles by experts, proofreading, and formatting articles and journals, culminating in publication and information storage. This entire process relied on paper and involved mailing articles through the post office. As a result, completing the publication process was time-

consuming, and there was a possibility of document loss due to the large number of communications between authors, editors, and reviewers.

Nowadays, the internet has revolutionized the world in many ways, technology plays an increasingly important role in daily life and business operations. of technology is not limited to including the academic world. The internet, which was once primarily used for researching specific information, has now become a repository of all kinds of stories [1,2] accessible from anywhere in the world, making it more accessible to readers and having a positive impact on journals and the wider academic community. This has reduced the management burden on editors, allowing them to focus on the quality of academic articles without worrying about document work. No matter where they are, they can access information quickly and conveniently, providing service recipients with anytime, anywhere access. This is in line with the mission of many educational institutions worldwide, which is to disseminate and exchange knowledge among researchers interested in the same field or communicate with the public through the production of academic journals.

In light of the varying roles and responsibilities of information services, it is imperative to establish a contemporary service model that caters to modern needs. The e-journal service is a proactive approach that enables users to conveniently access information according to their requirements. This service also reduces the time between transmission and publication, which is a crucial factor. In order to facilitate users' usage of the service, the website must offer various programs for academic journals as tools to manage work with journals. Additionally, the system should include a mechanism for sending and storing journal data. Presently, the Graduate Studies Journal at Suan Sunandha Rajabhat University has developed an electronic journal utilizing the ThaiJo2 system. This development prompted a study aimed at creating "Guidelines for the development of electronic journal services of the Journal of Graduate Studies at Suan Sunandha Rajabhat University" to optimize satisfaction for users accessing the electronic journal of the Graduate School.

RESEARCH OBJECTIVES

1. To investigate the satisfaction levels of the e-journal service development provided by the Journal of Graduate Studies at Suan Sunandha Rajabhat University
2. To explore the guidelines for the development of electronic journal services at the aforementioned institution.

LITERATURE REVIEW

The literature review for the research titled 'Guidelines for the development of electronic journal services of the Journal of Graduate Studies at Suan Sunandha Rajabhat University' examined pertinent documents and research to explore the following topics:

1. The concept of service quality
2. The concept of satisfaction
3. Relevant research findings

1.The concept of service quality

The Meaning of Service Quality

[3] emphasized the importance of adhering to the quality of service when providing assistance or performing actions for the benefit of others. It is not enough to merely give assistance or act for the benefit of others according to the wishes of the service provider.

[4] service quality is a concept that is based on the principle of flawless service operation and meeting the needs of both the service provider and the customer. This involves the ability to understand the needs of the customer and provide them with satisfactory service.

[5] defines the quality of service as a concept that can be assessed by potential customers before choosing to consume a product or service.

The study of the importance of service quality reveals that quality of service is an essential component of successful service delivery. Quality of service can be defined as the experience that customers have when using a service, which results from comparing their expectations before the service with what is actually provided. The success of a service ultimately depends on customer satisfaction, which is a matter of emotions. If the highest level of customer satisfaction is achieved, customers will be impressed with the service.

concept of service quality

[6] developed a framework for evaluating the quality of new services, which includes five broad criteria. These criteria are as follows:

1. Tangibles: This criterion pertains to the appearance or tangible elements of the service, such as materials, equipment, tools, buildings, and people.
2. Reliability: This criterion refers to the service provider's ability to deliver quality and accurate performance, as well as deliver the promised service.
3. Responsiveness: This criterion relates to the service provider's willingness to help and ability to serve users or customers in a timely manner.
4. Assurance: This criterion is derived from a combination of factors, including competence, courtesy, credibility, and safety.
5. Empathy: This criterion is obtained by combining the factors of convenience, communication, and understanding of customers.

These five determinants of service quality in SERVQUAL are fundamental factors that consumers use to evaluate their perception of service quality. Consumers' perception of service quality results from the size and direction of the gap between their expectations and perceptions of service. When consumers' expectations of service quality are higher than their perceptions of actual service ($ES > PS$), they become dissatisfied with the service received, and their dissatisfaction increases. As the difference in the level of expectation and perception increases, so does the level of dissatisfaction. If the consumer's expectation of service quality is equal to their perceived service performance ($ES = PS$), then the consumer will feel satisfied with the service. However, if the perception of the actual service received is greater than the consumer's expectations of service ($ES < PS$), then the service will exceed the satisfaction that the consumer expects. Consumers feel more satisfied as the difference in expectations and perceptions increases.

2. The concept of satisfaction

[7] satisfaction refers to the fulfillment of basic human needs, resulting in reduced mental and physical stress and increased feelings of happiness. It is a positive attitude towards something that may change based on an individual's preference for that thing.

[8] asserted that satisfaction is a human motivation that is closely tied to achievement and incentives. It arises from the fulfillment of basic needs and the avoidance of unwanted outcomes.

[9] defined satisfaction as a psychological process that cannot be directly observed but can be inferred from an individual's behavior. It is the feeling that arises when a desired outcome is achieved as intended. To create satisfaction, it is necessary to study the factors and components that contribute to it.

[10] defined satisfaction as love or liking, which can have an impact on job morale. Individual satisfaction is infinite and can be influenced by various factors such as time and environment.

From the aforementioned definitions, it can be concluded that satisfaction is the expression of positive feelings or attitudes resulting from the fulfillment of one's needs. Different aspects of life can elicit different types of satisfaction.

The Components of Satisfaction

[11] outlines two principles of satisfaction, which can be summarized as follows:

1. Quality Perception of Service Products: Customers become aware of the degree to which the service product they receive aligns with the contractual nature of each type of service entity.
2. Perceived Quality of Service Offerings: Customers form perceptions about the appropriateness of the service delivery process, including the ease of access to the service, the behavior of service providers in their roles, and their reactions to customers in terms of job responsibilities. This also includes the use of language to convey meaning and the overall conduct displayed during the service process.

Related research

[12] conducted a study on the development approach for preparing academic journals to disseminate research results of Rajamangala University of Technology Suvarnabhumi. The findings showed that (1) journal services should have an online system for submitting articles for publication consideration, which can be accessed from the journal's website, and the procedures can be studied by authors themselves; (2) manuscript preparation should include a review of the manuscript quality assessment system in detail, and articles should be cited according to the Thai-Journal Citation Index Center (TCI); and (3) the journal publishing process should be timely, and the journal should have an online journal management system that can be conveniently and quickly accessed, and the website should also be regularly maintained, with up-to-date information regarding article submissions and other relevant information.

[13] conducted a study on the use of electronic journals by professors and graduate students at the Faculty of Dentistry, Chiang Mai University. The study found that the demand for e-journal services among professors and students was high in general. Furthermore, most professors and students provided suggestions that could be summarized as important issues. For example, libraries should gather resources to access e-journals in one place, add more channels to access full-text articles, provide advice on e-

journal services to all personnel in the faculty, produce manuals explaining how to use e-journals, organize activities about journal searches, make more electronic resources available, and improve the Internet network within the faculty, which is often slow and prone to frequent disconnections.

METHODOLOGY

This research employed a quantitative research methodology. The sample size was selected through purposive random sampling. Data were collected using a questionnaire.

1. Population and sample: The study population consisted of 50 graduate students and members of the general public who accessed the online journal.

2. Instrument: The questionnaire used in this study consisted of two types of questions: closed-ended questions with answer choices and questions asking respondents to provide their opinions. The questionnaire focused on the development guidelines for e-journal services of the Journal of Graduate Studies at Suan Sunandha Rajabhat University. The questions were rated on a Likert scale with five levels: most, high, medium, low, and least.

3. Data collection: The data was collected through an electronic survey conducted between October 2022 and February 2023. The survey was distributed to graduate students and the general public through purposive sampling.

4. Data analysis: The data was analyzed with a computer program using percentage, mean and standard deviation statistics.

RESULTS

(1) With regard to the personal factors of the respondents, the study found that the majority of the sample comprised female participants, accounting for 72.0 percent, of whom 32.0 percent were aged between 36-40. Furthermore, half of the sample consisted of students, representing 50.0 percent, with a majority of them having attained a master's degree, accounting for 60.0 percent.

(2) The investigation revealed that the level of satisfaction towards the development of e-journal services was exceedingly high, with all items receiving top ratings. The three most highly-rated items were: clear contact channels for system administrators, clear and appropriate graphic design, and processing speed of information search, along with the convenience of accessing and downloading journals, all of which achieved mean values of 4.44, 4.42, 4.40, and 4.40 respectively, as presented in Table 1.

Topics	$\bar{X}$	S.D.	Level of satisfaction
1. Access to the online journals of the Journal of Graduate Studies at Suan Sunandha Rajabhat University	4.34	.557	the most
2. The graphic design is clear and appropriate	4.42	.574	the most
3. The processing speed of information search	4.40	.571	the most
4. Link rendering speed	4.38	.602	the most

5. The use of journals is convenient, as they can be quickly accessed and downloaded	4.40	.606	the most
6. The speed of service and problem-solving by the periodical staff	4.36	.597	the most
7. Clear contact channels for system administrators	4.44	.577	the most
Total	4.39	.502	the most

Table 1 presents the mean and standard deviation of satisfaction levels towards the development of e-journal services by the Journal of Graduate Studies, Suan Sunandha Rajabhat University.

CONCLUSION AND FUTURE WORK

The level of satisfaction with the development of e-journal services found that all items were at the highest level. The three items that garnered the highest satisfaction levels were the clear contact channels for system administrators, the clear and appropriate graphic design, and the processing speed for information search, along with the convenience of accessing and downloading journals, as shown in the study by [12] on the development of academic journals to disseminate research results at Rajamangala University of Technology Suvarnabhumi. The findings suggest that the timely publication of journal articles can be facilitated through effective journal publishing. This requires the implementation of an online journal management system that can be easily and quickly accessed. Furthermore, maintaining the website is essential in order to regularly update various information and check the status of articles.

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