

SATISFACTION WITH SERVICES FOR CHECKING COMPLETENESS OF THESIS/INDEPENDENT STUDY PRINTING PROVIDED BY THE GRADUATE SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The objectives of this study are two-fold. Firstly, it aims to investigate the level of satisfaction among service users. Secondly, it aims to identify any issues or areas for improvement in the quality of service, using theoretical information, concepts, and previous research in conjunction with in-depth interviews to develop a comprehensive research study. The population for this study consisted of 60 students who were enrolled in bachelor's, master's, and doctoral programs. Data were collected through questionnaires, and statistical analysis was conducted using percentages, mean values, and standard deviations. The majority of respondents were female (39 individuals, 64.40 percent) and 21 were male (35.60 percent). In terms of education level, most of the respondents were pursuing a master's degree (29 individuals, 48.3 percent) followed by doctoral degrees (18 individuals, 30.00 percent). The frequency of service usage was highest for monthly 1-2 times (with an average of 38.30), followed by 1-2 times per week and uncertain usage (both with an average of 28.30). Satisfaction with the quality of service was evaluated based on politeness, good courtesy, convenience of service provision, and overall service quality. The results indicated that satisfaction with politeness and good courtesy was at the highest level, with an average rating of 4.15. Convenience of service provision and overall service quality were rated as high, with an average rating of 4.13.

Keywords: Service quality, User satisfaction

INTRODUCTION

Based on a study conducted on satisfaction levels regarding the completeness checking service of thesis/independent study printing format offered by the Graduate School at Suan Sunandha Rajabhat University, it is crucial for users to be impressed with the service provided, particularly when it is related to service provision jobs. It is imperative that executives take measures to ensure the satisfaction of

workers in their respective roles, in addition to addressing the needs of service users, as the advancement of the service plays a pivotal role in determining user volume. Consequently, the researcher has undertaken an in-depth examination of the factors and components necessary to generate satisfaction for both service operators and users.

RESEAECH OBJECTIVE

1. To investigate the level of satisfaction among service users.
2. To identify any issues or areas for improvement in the quality of service

LITERATURE REVIEW

The literature review on content-related concepts pertaining to satisfaction, which includes relevant research and in-depth interviews, encompasses the following:

Good (1973) emphasizes that satisfaction is a state, quality, or degree of contentment that stems from an individual's various interests and attitudes towards them. In other words, satisfaction is the sense of fulfillment experienced when one's expectations are met, and their desires are realized.

Oliver's (1997) definition of satisfaction underscores the idea that it is a response representing the customer's knowledge of their intentions, reflecting their judgment on the products and services received. Moreover, satisfaction is subjective and varies depending on an individual's perspective, influenced by their expectations, values, and previous experiences.

Wolman (1973) suggests that satisfaction is the emotion of happiness that arises when individuals attain their objectives or motivations. In this sense, satisfaction is an essential motivational force, compelling individuals to strive towards achieving their goals.

Clerk's (Quirk, 1987) definition of satisfaction highlights the feeling of happiness or contentment that results from achieving or obtaining something desired. Satisfaction is, therefore, a positive emotion that accompanies the attainment of a desired outcome.

Saroj Saisombat (1991, p. 18, cited in Prakarn Kongkaew, 2003, p. 17) suggests that satisfaction is a critical factor contributing to success, particularly in service-related jobs. Along with ensuring worker satisfaction, effective management must also take steps to ensure service user satisfaction, as the progression of service plays a crucial role in determining user volume. Therefore, wise management should carefully examine the factors and components that will generate satisfaction for both operators and users.

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.

RESEAECH METHODOLOGY

Population:

The study's population consists of 60 participants, which includes undergraduate students, master's students, and doctoral students from the Graduate School, Suan Sunandha Rajabhat University across all fields of study.

Tools:

An online questionnaire was used as the data collection tool. The questionnaire was divided into two parts: Part 1 consisted of general information questions, and Part 2 was focused on the participants' satisfaction with the quality of service provided by the Graduate School, Suan Sunandha Rajabhat University, with a total of 9 questions. The data collection was carried out from January 1 to January 31, 2023, via the LINE app.

Data Collection:

The data was collected using an online questionnaire that was administered to the participants via the LINE app. The questionnaire was designed to gather information on the participants' satisfaction with the quality of service provided by the Graduate School, Suan Sunandha Rajabhat University.

Data Analysis:

The collected data was organized, processed, and analyzed using statistical software packages. The survey scores were interpreted based on the following criteria:

- An average score ranging from 4.51 to 5.00 indicates the highest level of satisfaction,
- an average score ranging from 3.51 to 4.50 indicates a high level of satisfaction,
- \ an average score ranging from 2.51 to 3.50 indicates a moderate level of satisfaction,
- an average score ranging from 1.51 to 2.50 indicates a low level of satisfaction, and
- an average score ranging from 1.00 to 1.50 indicates the lowest level of satisfaction.

RESEAECH RESULTS

The research on the use of academic service knowledge to enhance skills and increase income for the community, Graduate School, Suan Sunandha Rajabhat University, the researcher divided the analysis and interpretation as follows.

Table 1
General information of respondents (Gender)

General information (Gender)	Number	Percentage
Female	39	64.40
Male	21	35.60
Total	60	100.00

From Table 1, it was found that the majority respondents were female, 39 people, representing 64.40 percent, followed by 21 males, representing 35.60 percent, respectively.

Table 2

An overview of the level of knowledge and understanding towards academic service project participation.

General information (Education level)	Number	Percentage
Bachelor's degree	13	21.70
Master's degree	29	48.30
Doctoral	18	30.00
Others	-	-
Total	60	100.00

Based on the analysis results presented in Table 2, the majority hold a Master's degree, with 29 individuals constituting 48.3 percent of the total sample, followed by the remaining 30.00 percent, which is equivalent to 18 participants, comprised doctoral degree students.

Table 3

Frequency of using services at the Graduate School of Suan Sunandha Rajabhat University

Frequency of using services	Number	Percentage
1. Every day	1	1.80
2. 1-2 times a week	17	28.30
3. 2	1	3.30
4. 1-2 times a month	23	38.30
5. Uncertain usage	17	28.30
Total	60	100.00

The findings from Table 3 indicate that the frequency of service usage ranged from 1-2 times per month with an average of 38.30, followed by a similar frequency of 1-2 times per week, as well as an uncertain frequency, both of which had an average of 28.30.

From the satisfaction analysis on the service quality, the results are shown in Table 4.

Table 4 The satisfaction level of service quality:

Satisfaction level of service quality:	$\bar{X}$	S.D.	Level
1. Ease of accessing the service	4.13	0.77	high
2. Speed of service delivery	4.08	0.74	high
3. Professionalism and courteousness of the service provider	4.15	0.68	high

4. Enthusiasm and attentiveness of the service provider	4.10	0.73	high
5. Provision of accurate and clear information and advice	4.12	0.69	high
6. Assistance with information research services	4.12	0.69	high
7. Adequacy of equipment and other facilities for information research	4.10	0.71	high
8. Receiving services that cater to individual needs	4.12	0.76	high
9. Overall quality of service.	4.13	0.75	high
Total	4.15	0.77	high t

The results from Table 4 reveal that patrons' satisfaction with service quality, as measured by variables such as politeness and courteousness, reached the highest level with a mean score of 4.15. Subsequently, service convenience also garnered a high level of satisfaction, while the overall service quality was at a commendable level, with a mean score of 4.13.

DISCUSSION

The research findings on the use of academic service knowledge as a means to enhance skills and increase income for the community of the Graduate School, Suan Sunandha Rajabhat University. The analysis and interpretation of the data collected are presented as follows.

1. The demographic characteristics of the participants indicate that the majority of the respondents were female, with 39 individuals representing 64.40% of the sample. Male respondents constituted 35.60% of the sample, with a total of 21 individuals. In terms of educational qualifications, the majority of the participants hold a Master's degree, with 29 individuals constituting 48.3% of the total sample. Doctoral degree students comprised the second largest group, representing 30.00% of the sample, with 18 individuals. The frequency of service usage among the participants was found to range from 1-2 times per month, with an average of 38.30. A similar frequency of 1-2 times per week, as well as an uncertain frequency, both had an average of 28.30.

2. The satisfaction level with service quality was measured by variables such as politeness and courteousness, and was found to be at the highest level, with a mean score of 4.15. Additionally, service convenience also garnered a high level of satisfaction. Overall, the service quality was found to be commendable, with a mean score of 4.13.

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