

# GUIDELINES FOR IMPROVING QUALITY OF STUDENT SERVICES IN EDUCATIONAL ADMINISTRATION PROGRAM, GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND

Somruedee Saengsureekunkit <sup>1\*</sup>, Thada Siththada <sup>2</sup>

<sup>1\*,2</sup> Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-Mail: somruedee.sa@ssru.ac.th <sup>1\*</sup>, thada.si@ssru.ac.th <sup>2</sup>

## ABSTRACT

The aim of this study is to investigate the guidelines for developing student service quality and their impact on the service quality of the Educational Administration Program at the Graduate School of Suan Sunandha Rajabhat University. Specifically, the study aims to examine the level of student satisfaction and identify guidelines for improving the quality of student services in the field of Educational Administration at the graduate school of Suan Sunandha Rajabhat University. The population used in the study were 50 students in the Master of Education program (2-year program) in the academic year 2022. The questionnaire was used as a tool for data collection. The data were analyzed by computer program using percentage, mean and deviation statistics. The study's findings showed that the majority of respondents were female (87.8 percent) with ages ranging between 31 and 40 years (58 percent), held a Bachelor's degree (82 percent), and worked as government teachers (94 percent). Regarding the level of satisfaction with service quality in the Educational Administration program at the Graduate School of Suan Sunandha Rajabhat University, the results indicated that the respondents had the highest level of satisfaction. The analytical findings of the study are presented as follows. Regarding the physical appearance analysis results, the service personnel's suitability of dress, personality, and behavior (dressed politely) received an average score of 4.70. Additionally, the staff's knowledge and ability to provide services, such as answering questions, clarifying queries, and giving advice, were rated very well, with an average score of 4.72, indicating the highest level of satisfaction. In terms of the analysis of receiving services, the average score was 4.67. The respondents rated seeking advice in various fields particularly high, with an average score of 4.72. The analysis of satisfaction with the service process/procedure revealed an average score of 4.76 for clarity in explaining and introducing procedures for providing services. Furthermore, the analysis of satisfaction with the results of the service indicated that the overall satisfaction received from the branch's services had an average score of 4.76. Notably, the personal information of respondents, such as gender, age, education level, and job line, did not significantly affect the satisfaction level of students. Based on the questionnaire, recommendations for good and impressive services were provided.

**Keywords:** Service quality, Student satisfaction

## INTRODUCTION

Suan Sunandha Rajabhat University has extended its reach in higher education through the establishment of two campuses, namely the Nakhon Pathom Campus and the Samut Songkhram Campus, as well as two educational centers, namely the Ranong Education Center and the Udon Thani Education Center. The university plays a vital role in developing knowledge, morality, and ethics among its graduates, who are expected to possess physical, mental, and intellectual capabilities to contribute to society in various fields. Personnel management is a critical aspect of the university's operations. Its staff is categorized into two types: academic personnel and academic support personnel. It is evident that academic support personnel play a significant role in leading the organization towards its goals. Performance assessment is deemed essential in driving the organization towards its objectives, with success being measured by performance indicators (Warangkhan Kongsil and Thanasuwit Tabhiranrak, 2018). The Educational Administration Program operates under the auspices of the Graduate School of Suan Sunandha Rajabhat University. Most of its students are government officials and educators who are an essential component in nurturing the youth who will shape the nation's future.

The Education Administration Program holds a significant responsibility of not only providing education but also ensuring the quality of service offered to its students. This includes the provision of educational services at the master's and doctoral levels, as well as coordinating and facilitating academic affairs for students, faculty, personnel, the general public, and related agencies. The responsibilities of the department also extend to new student recruitment, public relations, education plan arrangement, teaching schedule and classroom scheduling, and database preparation, such as experience training, graduation paperwork, among others.

Given the crucial role played by the Education Administration Program, this study aims to investigate the strategies used to enhance the quality of student services at the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University. The findings from this research will be used to enhance and develop the service process to ensure that the quality of services provided responds effectively to the ever-increasing student needs.

## OBJECTIVE

1. To assess the level of student satisfaction regarding the service quality provided by the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University.
2. To identify guidelines for enhancing the service quality of the Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University.

## METHODOLOGY

This study employed a quantitative research approach, utilizing purposive random sampling to collect primary data from student satisfaction questionnaires regarding the service quality of the Educational Administration program at the Graduate School of Suan Sunandha Rajabhat University.

### Population and Sample

The population and sample for this study consisted of 50 students enrolled in the Master of Education Program (2-year program) at the Graduate School of Suan Sunandha Rajabhat University during the academic year 2022.

### Data Collection Tools

The data collection tool utilized in this study was a satisfaction questionnaire for Educational Administration students, designed to assess their perceptions of service quality at the Graduate School of Suan Sunandha Rajabhat University. The questionnaire was composed of three parts, including Section 1: Individual Information, Part 2: Student Satisfaction Questionnaire on Service Quality of Educational Administration Program, Graduate School, Suan Sunandha Rajabhat University, and Part 3: Recommendations for Improving the Quality of Service Provision.

### Data Collection

The data for this study was collected using two methods. Firstly, relevant information was obtained from textbooks, documents, and other related research results. Secondly, the primary data was collected through online questionnaires completed by the sample group, followed by further analysis and completeness checks.

### Data Analysis

The data collected was analyzed using a computer program, which calculated percentage, mean, and standard deviation statistics to facilitate the assessment of student satisfaction with the Educational Administration program's service quality.

## RESULT

**Table 1**

Amount (frequency) and percentage of demographic characteristics of respondents

| o | Demographic | characteristic | Number | Percentage |
|---|-------------|----------------|--------|------------|
|   | Gender      |                |        |            |
|   | Male        |                | 6      | 12.2       |
|   | Female      |                | 44     | 87.8       |
|   |             | Total          | 50     | 100        |

As presented in Table 1, the findings of the demographic analysis, conducted on 50 respondents, indicate that a significant proportion of the participants were female. Specifically, 44 respondents, constituting 87.8 percent of the total sample, identified as female, while the remaining 6 respondents, representing 12.2 percent of the sample, identified as male.

**Table 4.2**

shows the level of satisfaction on service quality

| o. | Satisfaction issue                                                                                                                                                                                            | Level of Satisfaction |      |          |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------|----------|
|    |                                                                                                                                                                                                               | $\bar{x}$             | S.D. | Level    |
|    | The staff are appropriately dressed and possess a polite demeanor. Additionally, they are knowledgeable and able to provide services, such as answering inquiries, clarifying doubts, and giving good advice. | 4.72                  | 0.45 | the most |
|    | You receive services asking for advice in various fields.                                                                                                                                                     | 4.72                  | 0.45 | the most |
|    | The officers are clear in explaining, clarifying, and introducing procedures for providing services.                                                                                                          | 4.76                  | 0.44 | the most |

|              |                                                                                 |      |      |          |
|--------------|---------------------------------------------------------------------------------|------|------|----------|
|              | You have an overall satisfaction rating with the service received from program. | 4.76 | 0.44 | the most |
| <b>Total</b> |                                                                                 | 4.74 | 0.44 | the most |

According to the findings presented in Table 4.2, the level of satisfaction with service quality was comprehensively evaluated. The mean score obtained was 4.74, indicating the highest level of satisfaction. Further analysis of individual items revealed that the respondents were particularly satisfied with the staff's ability to explain and clarify procedures for service delivery, as well as with the overall outcomes of the services provided by the program, with an identical mean score of 4.76. Other areas where high levels of satisfaction were reported included the staff's professional appearance, demeanor, and ability to provide helpful advice and answer questions, with mean scores of 4.72.

## CONCLUSION AND FUTURE WORK

The research findings on the topic "Guidelines for Improving Service Quality of Students in Educational Administration, Graduate School, Suan Sunandha Rajabhat University" can be summarized as follows.

Part 1: Descriptive analysis, including individual data, revealed that a significant proportion of the study participants were female, constituting 44 out of 50 respondents or 87.8 percent, while the male respondents were considerably fewer, totaling 6 or 12.2 percent. The participants' age distribution revealed that 13 participants or 26 percent were aged between 20-30 years old, 29 participants or 58 percent were between 31-40 years old, and 8 participants or 16 percent were between 41-50 years old. Regarding educational qualifications, 42 participants or 84 percent had obtained a Bachelor's degree, while 8 participants or 16 percent held a Master's degree. Further analysis revealed that 47 participants or 94 percent of the respondents were teacher civil servants, while only 3 participants or 6 percent were educational personnel.

Part 2: Overall satisfaction level: The findings showed that the overall level of satisfaction with all service quality items had a mean score of 4.72, which was the highest level. Further analysis indicated that the staff's clarity in explaining, clarifying, and recommending the process of providing services, and the overall satisfaction with the service received from the program, had the highest mean score of 4.76. The next highest mean score (4.72) was associated with the staff's appropriate dress, personality, and manner of service and their knowledge and competence in answering questions, clarifying doubts, giving good advice on the quality of service, and providing advice in various fields.

## ACKNOWLEDGEMENTS

The research on the development of service quality guidelines for students in the field of Educational Administration at the Graduate School, Suan Sunandha Rajabhat University, has been successfully completed. The author would like to express gratitude to Suan Sunandha Rajabhat University, the Graduate School, and all executives for providing invaluable opportunities and unwavering support in the extensive and rigorous transformation of routine work into research (R2R: Routine to Research). This support continued throughout the duration of the research, culminating in its successful completion.

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