

SATISFACTION WITH SUPPLY SERVICES AMONG ACADEMIC STAFF IN GRADUATE SCHOOL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This study aimed to investigate the level of satisfaction with supply services among academic staff in the graduate schools of Suan Sunandha Rajabhat University. A quantitative research method was used, and data was collected through a questionnaire distributed to a sample of 30 academic staff members who completed all of the questionnaires. The majority of the sample was female (28 people, representing 93.33 percent) and aged 31-40 years (25 people, representing 83.33 percent). The average level of satisfaction regarding the various aspects of supply services was found to be significantly high, as indicated by the score of 4.45 percent.

Keywords: Supply services / Satisfaction

INTRODUCTION

The management of supplies is a primary and crucial responsibility for every business, regardless of its industry, be it in marketing, finance, production, or service sales, and also within public and private educational institutions. A significant amount of money, amounting to millions of baht, is allocated yearly towards the procurement of various equipment and supplies, which must be adequately acquired and stored until the time of usage. Such activities are deemed to provide necessary support and services to relevant agencies. [1].

Service is defined as an action or effort to benefit others. When an organization provides good service, it leaves a positive impression on the service recipient and contributes to the creation of a favorable image for the organization. In the successful execution of every event, service often plays a critical role as a tool for supporting public relations, academic services, and cooperation from staff at all levels who must work together to develop high-quality and efficient service delivery. Delivering quality service requires a combination of scientific and artistic approaches to effective service management. Hence, it is crucial for all levels of personnel involved in service-related activities, including service organizations and units, to study and understand the characteristics of services to achieve their goals and provide maximum satisfaction to their buyers or service users. Customer satisfaction is an essential factor that contributes to the success of service-related jobs. It is crucial for management to ensure that both the

service workers and service users are satisfied with the service. The number of people using the service is a key indicator of the level of customer satisfaction. Therefore, wise managers are highly advised to conduct in-depth research into the factors and elements that create satisfaction for both the service provider and the customer.

Service personnel, particularly frontline workers, play a crucial role in the service process by directly interacting with customers, from initial contact and welcoming visitors to the final farewell at the conclusion of services. Understanding the nature of service delivery is essential for service workers to develop a service-oriented mindset and become professional service providers [2].

Service work is a profession that involves frequent interaction with numerous customers and the continuous need to respond to their various needs. This may result in delayed service or the inability to satisfy all customers' requirements simultaneously. Consequently, the researcher is interested in studying the procurement service of personnel at the Graduate School of Suan Sunandha Rajabhat University to further enhance the research outcomes.

RESEARCH OBJECTIVE

To examine the satisfaction levels of the supply services provided in the graduate schools of Suan Sunandha Rajabhat University.

LITERATURE REVIEW

In this study of the utilization of personnel supply services in the Graduate School of Suan Sunandha Rajabhat University, relevant literature and research were reviewed to explore the following topics:

Meaning and Service Satisfaction

Efficient service operation relies on work satisfaction, which is characterized by the following aspects [2]:

1. Positive emotional expression and feelings towards the service: People require interaction with their surroundings to fulfill personal needs. These interactions with people and everyday objects provide different experiences of perceived or rewarded learning. Similarly, in service situations, service recipients perceive various aspects of the service, such as service type and quality. A good service experience that meets the recipient's needs and expectations generates a positive feeling and satisfaction with the service received.

2. Evaluation of the discrepancy between expected and actual service received: Before using any service, service users have preconceived notions of the service industry standards. These notions may be based on values or attitudes towards the service, previous experience, recommendations from others, advertisements, or commitments from service providers. Users compare the received service with their expectations based on these factors. What users expect to receive influences their perception of the service. If the received service meets the user's expectation, it confirms their expectation and generates satisfaction. On the other hand, if the expectation is not met, users feel dissatisfied. The degree of satisfaction or dissatisfaction is indicated by the discrepancy between expected and actual service received. Positive discrepancy indicates satisfaction, while negative discrepancy indicates dissatisfaction.

3. Changes in satisfaction over time depending on circumstances: Satisfaction is a preference that varies depending on the factors involved in each situation. At one time, a person may find a service inadequate because it does not meet their expectations. However, if their expectations are properly fulfilled, their perception of the service may suddenly change, even if it is the opposite. Satisfaction is a feeling that can be expressed to a greater or lesser extent depending on the difference between what was expected and what was received. Customers often compare their expectations from different services based on their experiences.

Suthep Panichpan [3] 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.

Service Provider's Duties

According to the Office of the Civil Service Commission [4], service providers have eight important duties: convenience, comfort, sincerity, assistance, honor, hospitality, understanding, and fairness.

Service Provider Communication Techniques

The Office of the Civil Service Commission [4] suggests the following communication techniques for service providers:

1. Speech techniques: Speak clearly and accurately, delivering a complete, concise, and polite message, and confirm that the audience understands the message. If not, provide further explanations or write it down. Control emotions, apologize when necessary, and express gratitude for help received.
2. Listening techniques: Listen attentively without interrupting the speaker, review the message content or important information to ensure the correct interpretation, and respond appropriately as necessary. If a conflict arises, find a way to change the discussion topic.
3. Conversational techniques: Speak politely and respectfully, avoid ambiguous speech, and refrain from insulting or lecturing others.
4. Writing techniques: Write clearly and concisely, using appropriate language to convey the intended message. Ensure that the text is easy to read.

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 30 Educational Administration students from Suan Sunandha Rajabhat University. A simple random sampling technique was utilized to select the sample.

2. Data collection

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 93.33 percent of the respondents were female and 6.67 percent were male. The largest age group among the respondents was 31-40 years, accounting for 83.33 percent of the sample. In terms of marital status, the majority of the respondents were single, accounting for 76.66 percent. Moreover, the study revealed that the largest proportion of respondents reported an average monthly income of 15,001-25,000-baht, accounting for 63.33 percent.

2. Customer Satisfaction:

The study found that the overall customer satisfaction level was high, with a mean score of 4.45. When analyzed by aspect, the findings indicated that procurement received the highest satisfaction rating ($\bar{x} = 4.05$), followed by disbursement ($\bar{x} = 3.80$), information provision ($\bar{x} = 3.50$), and maintenance received the lowest satisfaction rating ($\bar{x} = 3.10$).

DISCUSSION

A research investigation was conducted on satisfaction with supply services among academic staff in the graduate schools of Suan Sunandha Rajabhat University. The study revealed that the satisfaction level of personnel with regards to the receipt of supply services within various aspects of the Graduate

School was high ($\bar{x} = 3.80$). This finding is consistent with the research conducted Panuchanat Permpoon1 and Bundit Phrapratanporn[5] 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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