

EFFECTIVENESS OF COMPLAINT MANAGEMENT TO ENHANCE UNIVERSITY IMAGE.

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ABSTRACT

All students of Suan Sunandha Rajabhat University by law and by policy have a right to complaint and appeal their cases if they have been treated unfairly or in the difficult situation due to the policy or administration management in Campus. In modern world, the formal complaints, which required an individual to show their real identity, was very low, whereas, the informal complaints often pop up on social media. University image also depended on the way the university handle the complaints. It is imperative for university management to set up a team to improve the image of the university and handle complaints effectively, especially with speed, accuracy, and how to repair the good university image. The aims of this study were to investigate the students' opinion on the process of complaints, to compare students' opinion according to gender, age, years of education, and department, and to ensure the awareness of the similar complaints to all staff. The population were all students of Suan Sunandha Rajabhat University. The sample, by using Taro Yamane method was calculate but due to limited resources, the sample was about 200 persons. The quantitative method was employed with the use of Likert-Five-Scales questionnaire. The findings from with study revealed that the majority of respondents had a high trust that the university would hear their case fairly if they filed the formal complaints. However, the burden of prove, in the beginning, belonged to the students and this made it hard for students to reveal their identity and submit the proof of evidence. The university, however, was required to respond to all cases with speed, accuracy, and equity. The process should be done case by case. In terms of informal complaints, the university may also respond case by case to provide mainly the correct information about the situation, but not aim to debate online.

Keywords: Complaint Management, Students, Appeal

INTRODUCTION

Complaints from students, staff, and faculty members are the main important sources of feedback for the management level of the university to use the information to improve the image and level of satisfaction. Higher number of complaints is one of the indications that the stakeholders and customers may not be satisfied with the service quality and equity of many policies or rules and regulation that have been implemented in the campus. It is imperative for the management level of the university to view the complaints in a positive manners or positive attitude to investigate the complaints in order to provide a reasonable solutions or to abate the problems. In the modern world of management, speed is often the key of success. Timing is often of the key success. Responding and acknowledging to the complaints as fast as possible to make the stakeholders knows that the university care and ready to mitigate any problem with high speed. In general, if an individual wants to complain but there is no formal channel to do so, one will choose informal channel which now have more impacts and goes viral such as Facebook, Lines, and other social media. The best way to contain the complaints

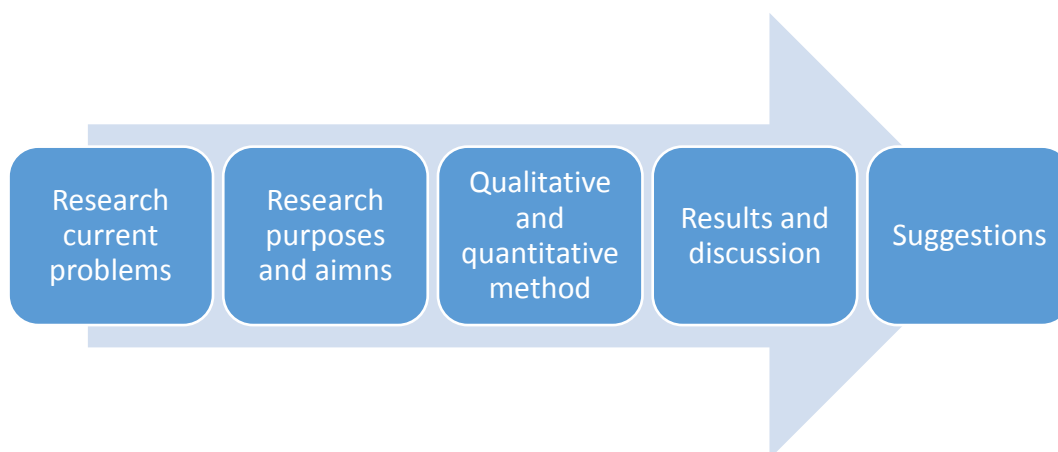
in proper way is have an open and formal channel and be able to response to them as quickly as possible. The good image of university depends how fast it responds rather than the ability to solve with every problems on hand.

All students as well as all employees of Suan Sunandha Rajabhat University by law of Thailand and by policy of the university have a right to complaint and appeal their cases if they have been treated unfairly or in the difficult situation due to the policy or administration management in Campus. This is a good policy that helps to create a fairness and equity in the system, process, and management. In modern world of higher education, the formal complaints, which required an individual to reveal their real identity, have been received by the university as very low cases, whereas, the informal complaints often pop up on social media and go viral without control, and many times destroy the reputation and image of the university unfairly and not allow the university to defend its position and make any argument on the other views. In fact, university image, good or bad, also depended on the way the university handle the complaints. It is imperative for university management of Suan Sunandha Rajaabhat University to set up a team to improve the image of the university and handle complaints effectively, especially with speed, accuracy, and how to repair and maintain the good university image.

METHODOLOGY

The aims of this study were to both examine and investigate the students' opinion on the process of complaints, to be able compare students' opinion according to gender, age, years of education, and department, as well as to ensure the level of awareness and sensitivity of the similar lines of complaints to all staff. The population of this study were all students of Suan Sunandha Rajabhat University.

There are five important process of conducting this study: define research current situations, set up research main objectives or aims, use the qualitative method, obtain results and discussion, and finally offer suggestions. In order to obtain the findings and answers to this research objectives, a mixed of qualitative and quantitative research study was chosen for the purposes. The study was conducted by utilizing an in-depth interviewing with 12 informants who have some experiences dealing with difficult people in the office. Six of them were managers of small business, whereas, the other six were from academic and policy makers who involved with the works of small business and government policy. For the quantitative research, the sample was collected by using Taro Yamane method. The sample was calculated but due to limited resources, the sample was actually used only 200 persons. The quantitative method was employed with the use of Likert-Five-Scales questionnaire.



FINDINGS

The findings from the quantitative method revealed that the majority of respondents had a high trust that the university would respond to the complaints as fast as possible and hear their case fairly if they filed the formal complaints. The level of good image in this matter is quite good. However, since by the policy, the burden of prove, in the beginning, belonged to the students and this made it hard for students to reveal their identity and submit the proof of evidence. This forces most of the students to use informal channel, especially social media, to gain attention. The university, however, was required by the policy and by laws to respond to all cases with speed, accuracy, and equity. The process of handling complaints need to be done case by case with full attention in details. In terms of informal complaints, the university may have to be quick and objective the process that also respond case by case to provide mainly the correct information about the situation, but not aim to debate online.

By using the method of in-depth interview, the findings of this study can be reported that campus complaints directly and indirectly affected the image of organizations as well as affected the key success of business such as harmony, job satisfaction, positive work environment and in turn, affected the productivity, performance, and profitability in the long run and in a sustainable way. From the focus group discussion, it can be reported from the experiences of the focus group that there are some of the most frequent actions that can be implemented.

1. Allowing an individual to write a formal and open complaints
2. If a case is serious, invite them to explain and give more information
3. Listen to the complaints carefully and objectively
4. Empathize and apologize for the situation
5. Communicate with positive and helpful tone
6. Offer and possible solutions
7. Follow up and investigate the situation with more feedback
8. Implement solutions and notify the complainers
9. Public news of problems and solutions
10. Enforcing the good reputation of being sensitive and helpful

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