FACTORS AFFECTING THE LEVEL OF SATISFACTION OF PARCEL DELIVERY OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

Satisfaction is one of the most important tools to understand the feeling and feedback of service receivers. In the highly competitive of education services in campus, it is vital for any section of campus offices of Suan Sunandha Rajabhat University to provide quality enhancement parcel delivery effectively to increase level of satisfaction. Service quality enhancement is the number one goal and need to be both effective and efficiency in terms of time, cost, and productivity. The main purposes of this study were to survey the level of satisfaction in two areas quality of parcel delivery in campus: speed and accuracy. This study employed quantitative research method in order to provide answers for the research questions and research objectives. A total of 100 staff and faculty members who were the main users of this services at the first quarter of the year 2019. Data collection was conducted to obtain their level of satisfaction. Ten of similar sample group was selected to conduct as a pretest to obtain more insight information of how to improve research tools. Statistical description and analysis were performed by using mainly SPSS program. The results of this survey research can be reported that the majority of staff and faculty members had a high level of satisfaction with a mean of 4.62 on the speed of delivery, but had a lower level of satisfaction with a mean of 3.90 on the accuracy of the parcel delivery. However, the majority of both users has a high level of satisfaction with a mean of 4.01 on the parcel delivery notices and pick-up process.   Important suggestion included the use of email or social medial to inform the pick-up parcel and the need to improve the international parcel delivery.

Keyword: Parcel Delivery, Satisfaction, Quality Services

INTRODUCTION

Satisfaction of any services in the modern campus in Thailand is considered a crucial determination of competitiveness. Parcel delivery is one of the major services in the campus of Suan Sunandha Rajabhat University. Therefore, attention to service quality and regular training can help organizations to differentiate themselves from other organizations and through it gain a lasting competitive advantages. However, the service quality of the parcel delivery come into two major factors: speed and accuracy. In other words, customers, in fact, need their parcel fast and accurately. One of the best ways to develop quality enhancement of service quality is to have proper training programs effectively. What is training effectively? Training effectively refers to the ability of an individual to receive knowledge and skill training and be able to perform particular tasks and duties according to the standard of performance expected in the workplace as well as expected by the customers. Therefore, effective training indispensable to requires the application of specified application, information, knowledge, skills, and attitudes relevant to effective to train the staff to perform exactly as planned.

In fact, the higher education organizations in Thailand are the highly competitive of both domestic market and global market, it is vital and necessary for the parcel delivery unit of Suan Sunandha Rajabhat University to initiate and develop the quality enhancement of special training programs and be able to perform their tasks and duties effectively. The enhancement of the training programs is important to raise level of customers' satisfaction to create the long-term success of the organization. In fact, the quality enhancement of parcel delivery and its service quality must be designed to include both speed and accuracy when considering time, cost, and productivity. The higher education organizations that aimed to offer effective special training programs often result in an increase in level of satisfaction as well as positive image of campus. The researcher, therefore, is interested in investigating and studying parcel delivery and level of satisfaction as well as to offer some useful suggestions.

METHODOLOGY

In order to understand the current situation and reach the findings of this study, there are five steps of conducting the research: First, is to understand current statement of the Problems, Second, is to plan for data collection and data analyzing, Third, is to reach important findings and discussion, Fourth, is to generate conclusion & reporting, and finally, is to offer some valuable and significance of major suggestions. The main objective of this survey study were to investigate the level of satisfaction in two areas quality of parcel delivery in campus: speed and accuracy. This study utilized mainly quantitative research method in order to provide answers for the research questions and research objectives. About 100 staff and faculty members were selected randomly. There were actually the main users of this form of parcel delivery services during the first quarter of the year 2019. Data collection of this study was conducted to obtain their level of satisfaction. Ten of similar sample group was selected to conduct as a pretest to obtain more insight information of how to improve research tools. Statistical description and analysis were calculated for the data analyzed by implementing mainly SPSS program. Mean, and standard deviation were used for data analysis. Due to limited time and budget, the research was conducted on a rather small scale. However, it is important to point out that the findings still be able to answer the research aims.

Current Statement of Problems → Conduct Data Collection and Analyzing → Reach Findings and Discussion → Generalte Conclusion → Sharing Suggestions

FINDINGS

TABLE 1. IMPORTANCE FACTORS LEAD TO HIGH LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Ability to performing with high speed.	4.73	0.9974	1
2. Ability to handle a range of different tasks with ccuracy.	4.56	0.7851	2
3. Ability to responding to contingency tasks	3.92	0.8112	3
4. Ability to improve service quality from trainings	3.85	0.9711	4
5. Ability to delivery parcel on expected time	3.75	0.7669	5

From table 1, the respondents had rated five important factors lead to the level of satisfaction of parcel delivery services in campus. The first important factor was "Ability to performing with high speed" with the mean of 4.73 and standard deviation of 0.9974. The second important factor was "Ability to handle a range of different tasks with accuracy" with the mean of 4.56 and standard deviation of 0.7851. The third important factor was "Ability to responding to contingency tasks" with the mean of 3.92 and standard deviation of 0.8112. The fourth important factor was "Ability to improve service quality from trainings" with the mean of 3.85 and standard deviation of 0.9711. Finally, the fifth important factor was "Ability to delivery parcel on expected time" with the mean of 3.75 and standard deviation of 0.7669.

In addition, the results of this survey research can be showed that the majority of staff and faculty members had a high level of satisfaction with a mean of 4.62 on the speed of parcel delivery, but had a little bit lower on level of satisfaction with a mean of 3.90 on the accuracy of the parcel delivery. However, the majority of both users has only a high level of satisfaction with a mean of 4.01 on the parcel delivery notices and pick-up process. Important suggestion that need to pay heed included the improvement of the new process and new services of the use of email or social media to inform the pick-up parcel and the need to improve the international parcel delivery both speed and accuracy.

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