

# **SATISFACTION OF ACCOUNTANTS AND WORKING CONDITIONS: A CASE OF SUAN SUNANDHA RAJABHAT UNIVERSITY.**

**Mrs. Wipada Sangsawang & Assoc. Prof. Dr. Somdech Rungsrirawat**  
*Suan Sunandha Rajabhat University, Bangkok, Thailand*  
*E-mail: \* Wipada.sa@ssru.ac.th, \*\*somdech.ru@ssru.ac.th*

## **ABSTRACT**

Satisfaction of accountants is the term used to describe whether a group of accountants working in Suan Sunandha Rajabhat University are happy and fulfilling their expectation and needs at workplace. Satisfaction can be measured and can use some policy to enhance it. The purposes of this study survey the level of satisfaction of accountants and their working conditions and to offer guidelines for enhancing better working conditions. By using a qualitative research method, a total of 120 accountants and related fields from various departments of university was selected at the summer of the year 2019 and they were subjected to a survey interviewed. A Likert-five-scales interview was designed and conducted to gain more in-sight information from three groups: students, staff, and faculty. The findings from the respondents revealed that they were very satisfied with campus working conditions with the overall mean of 4.63 and standard deviation of 0.8734. There are many ways to increase job satisfaction such as providing positive environment, reward and recognition, increase accountant knowledge and skills, employee engagement, career development, fair evaluation, merit system of compensation, and others. Moreover, the workplace were free of too much stress, morale issues, and discrimination practices. In general, most of respondents were happy with the positive and healthy environment in the campus of Suan Sunandha Rajabhat University.

**Keyword:** Satisfaction, Accountants, Working Conditions

## **INTRODUCTION**

Satisfaction level of any employees can be improved by the concept of key ingredients of working conditions improvement. The more focus on the key ingredients of improvement help to well design working environment, development of responsibility, increase the efficiency of internal and external communication, clear definition of objectives and vision, motivate and well train frontline employees. In many situations, the working condition problems in the higher education organization can be solved straightforward with the meetings and new process and policies to eradicate the mismatch between the prior expectation and real conditions of the situations or the real working environment. The improved working environments are supposed to enhance the process, performance, and productivity of employees in a sustainable way. Although the gap between the real level of satisfaction and expected level of satisfaction is widely considered to be regular problems that can be solved. However, it has become an ongoing problems. It is not clear who should have the highest authority and responsibility to focus on the problems. Hence, it is an area that required more empirical research.

The work of several researchers in the past often focused on the generic determinants of level of satisfaction of campus employees and the examination often reported only the means of the level of satisfaction but not the reasons behind the number and the mean of the

level of satisfaction. However, the comparison of the factors identified by various authors and researchers revealed several common elements and significant degree of correspondence between the determinants of the quality and quantity of requirements of proper working environments in the higher education institutions. There is also a vital similarity between the determinants of quality of the expectation of working environment and real situation working environment in each office, each agency, and each department. The facts remain that in different departments, there are different style, quality, and quantity of the working environment depending on time, budget, characteristics of work, subculture, traditions, leadership, and so forth. It may be more productive to compare between both similarities and differences. It is imperative to conduct a reliable survey of level of satisfaction of employees in the campus of Suan Sunandha Rajabhat University and be able to use this vital information to enhance the organization rules and policies to match with changing in conditions and its business environment. Insight comment, opinions, and suggestions from stakeholders and employees in many different areas from any department should be considered as vital feedback and need to pay heed to by the management. In fact, for employees to have job security and high standard quality of working environment and ample opportunity for advancement and career improvement are an essential sign of happiness and satisfaction in the organization.

## METHODOLOGY

In order to find the best to understand the employees in the organization, there are many different measurements. In fact, level of satisfaction is the main focus of this study. However, the sample groups are all accountants working in campus. The definition of accountants in this study actually means the specific group of employees who regularly taking care of university's accountant, funds, financial and accounting data. This vital measurement can be used to describe whether a group of accountants working in Suan Sunandha Rajabhat University are satisfied, happy, and fulfilling their expectation and needs from policy, peer, boss, workplace, and working conditions or not. It is imperative to understand how these accountants react and respond in very working days in campus. Satisfaction can be surveyed every year and the information can be used to offer with some new rules and changed policies to enhance the overall productivity and morale to give the strengths to the organizations.

The aims of this survey study of the level of satisfaction of accountants and their working conditions as well as to sum up with the valuable opinions and suggestions to prepare guidelines for enhancing better working conditions. The utilization of a quantitative research method would help to reach the purposes of this study, a total of 120 accounting, finance, funds and budget from various departments of university were randomly chosen during the summer of the year 2019 and they were subjected to a rigorous questionnaire survey interviewing. In addition for data collection, a Likert-five-scales interview questionnaire was designed and developed as the survey research tool to obtain more in-sight information from three important groups: students, staff, and faculty.

## FINDINGS

**Table 1.** Items that lead to high level of satisfaction

No.	Item that lead to high level satisfaction	Mean	SD
1.	Effective of Leadership	4.87	0.9823
2.	Teamwork	4.75	0.8759
3.	Open Communication	4.62	0.8712
4.	Regular Training	4.33	1.002
5.	Modern Computer and Facility	4.27	0.5788

From table 1, it reveals that there are five items that lead to high level of satisfaction of the accountants in campus. First, the items of effective leadership was ranked as number one with the mean of 4.87 and standard deviation of 0.9823. Second, the items of effective leadership was ranked as number one with the mean of 4.87 and standard deviation of 0.9823. Third, the items of open communication was ranked as number three with the mean of 4.62 and standard deviation of 0.8712. Fourth, the items of regular training was ranked as number four with the mean of 4.33 and standard deviation of 0.5788. Fifth, the items of modern computer facility was ranked as number five with the mean of 4.27 and standard deviation of 0.5788.

In order to get the finding, many important steps of research study had been planned and implement. Hence, there are five important steps of conduction this research: prepare statement of the problem, the objectives or aims of research, conduct data collection, have data analysis, reach findings and discussion, and finally conclusion. With the using of the method of surveying with the designed of five points Likert-scales interview, the major results of this study can be reported that level of satisfaction surely have direct and indirectly impact on the accountants, who were working in the campus of Suan Sunandha Rajabhat University which, in turn, have an impact on the success of campus organizational business together with the key success of campus organizational business including flexible organization, positive attitude of teamwork, clean and orderly work environment, strong productivity, better performance, and sustainable profitability. However, these factors of success of campus organizational business can be trained and improved.

## **SUGGESTION**

It is important to discuss how to develop ways to improve the level of satisfaction through the use of feedback, comments, and suggestions from the respondents in a single survey. It is important to also think about positive feedback at scale across the organization. First, in developing a culture of practice, organization of can support the effective use of feedback information. By having management level support and normalizing effective change of policy and adjust the working environment to creating strong system of positive attitude and supporting environment with better recognition. Second, employees everywhere, including accountants in campus, respond to praise and it should be distributed freely and disingenuously. Positive encouragement and constant praises certainly have strong impacts on employees' achievement. This can help the employees to replicable positive actions and positively serving customers as well as working diligently on the challenging assignments and duties.

Second is to invest in improvement plan and training materials. One of the most compelling training is to training to serve customers with the higher standard and practice. There can be an excellent cycle of practice new ways to satisfy customers by using something news learned from the training. Learning by doing helps the memory to stick and create a sense of satisfaction of job. The level of satisfaction by providing the best services to customers enhance the spirit of the employees and the team and ensure that the valuable from training translate into improve performance and improve level of satisfaction both customers and employees. Third, frequent small rewards, praise, and recognition to employees helps to intensify their positive contribution have been recognized by the customers, and management of the university. Finally, it is imperative to support and promote multi-ways of open communication. Communication now can be both formal and informal with the use of new information technology such as social media such as Facebook, Lines, and so forth.

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