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SATISFACTION OF STUDENTS FOR REGISTRATION SERVICES.

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ABSTRACT

In the modern world of higher education, the severe of competition of higher education comes from both domestic and international world is obvious. Satisfaction from students is one of the most important measurement. Every university must face the decision to enhance university's employee with some new forms of knowledge, skills, and training. It often believed that the investment in training will pay off in the future. The purposes of this study were to survey the level of satisfaction of students for registration services and the benefits of employees' improvement from this special training. This research utilized a qualitative technique to gain the understanding of the research topics. A total of 25 university's employees was selected to join the process of in-depth interview. Both male employees and female employees were selected randomly to prevent gender bias. The findings of the study can be reported that the majority of focus group concurred there were significant benefits of the training programs to employees which in turn provided the better services to students. The students had a high level of satisfaction and less complaints about registration services. However, there were three important benefit of training. First, the first benefit of training included the high level of satisfaction of employees. Second, it helped to boost up employee motivation level. Third, employees, after training, provided the effectiveness of the performance, duties, and productivity.

Keywords: Satisfaction of Students, Registration Services, University, Performance

INTRODUCTION

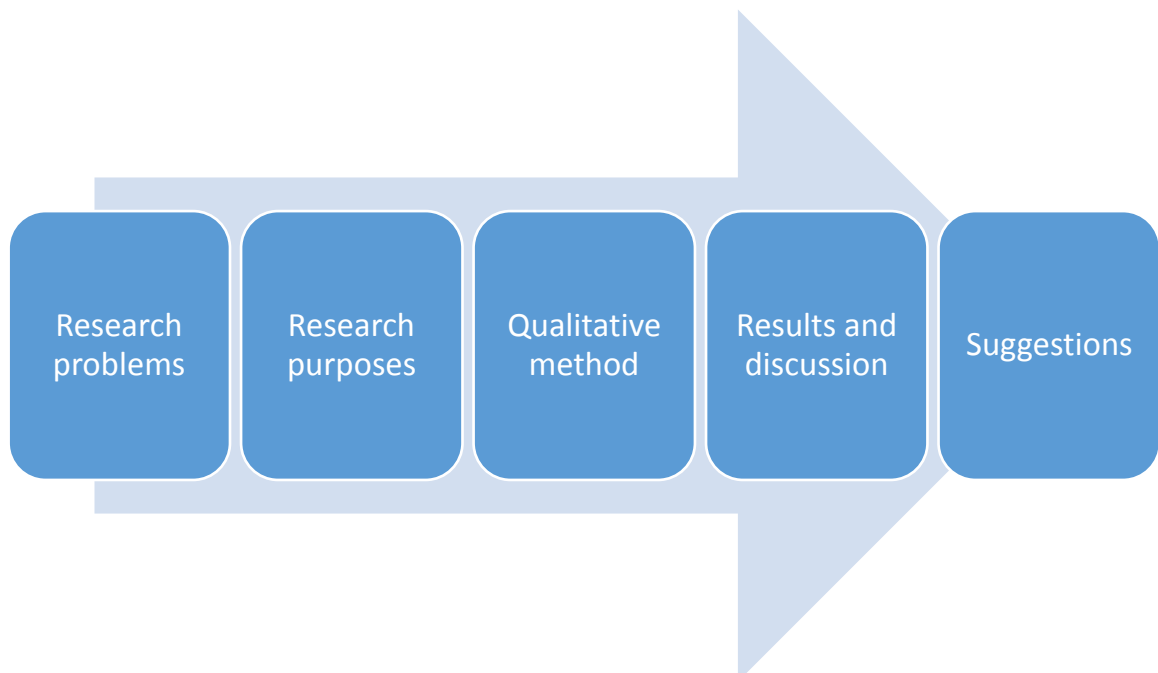
Students in campus of Suan Sunandha Rajabhat University are actually the main customers for many services in campus, especially the registration services. It is imperative to monitoring students' level of satisfaction from the services, gathering important feedback, and understanding their needs and wants. The expression of "Customer is the king" or "Customer can do no wrong" is still applied for student as an important customers. Like any modern customers, the higher education organizations need to implement both management and marketing knowledge and skill to better serve customers. One of the best ways to serve students better is to use team dynamics which refers to the chemistry between team member that influence the decisions and actions as a single entity. It is important for manager to watch how the dynamics team unfold and determines the best way to steer the team in a high productivity direction as well as how to prevent the team from derail productivity. The strong team work relationship of each and every members are vital to serve with high standard of quality. Moreover, the positive environment and positive strength of the dynamics team can play a major role in successful management in every day of administrative works. Also, with the right environment, high moral, high performance, and high productivity can be generated and the level of satisfaction of customers can be greatly enhanced.

Nowadays, speed, accuracy, cost reductions, flexibility, and high quality services have becomes an important part of customers' expectation in doing business with any organization. Students in the campus is actually a customer who have the same needs, wants,

and expectation. Inevitably, students' expectation play a major role in the business offered in the campus. Their needs, wants, and expectation must be fulfilled and their level of satisfaction in the services must be monitoring and evaluating in order to ensure the high level of satisfaction. Students may make purchasing decisions in campus every day with limited choices. However, it is important for campus to serve them with respects and understanding.

METHODOLOGY

Suan Sunandha Rajabhat University is ranking number one in the nation among the Rajabhat University, in fact, in the university have to face with international competitions. The modern world of higher education is tough, the severe of competition of higher education comes from both domestic and international world. Satisfaction from students is one of the most important measurements of quality of university. Every university are now in the era of disruptive technology and must face the decision to enhance university's employee with some new forms of knowledge, skills, and training. Without good preparation in improving service quality, the level success will be minimal. It often believed that the investment in regular trainings will pay off in the future. The purposes of this study were to survey the level of satisfaction of students for registration services and the benefits of employees' improvement from this special training in campus. This research utilized a qualitative technique to gain the understanding of the research topics. A total of 25 university's employees was selected to join the process of in-depth interview. Both male employees and female employees were selected randomly to prevent gender bias. These university's employees are chosen based on their long experiences providing services for students and handled many problems and complaints from students in the past. Therefore, they were a good candidate to providing insight information for this study. In addition, it was important for these respondents to provide comments and suggestions to improve the level of services and to increase students' satisfaction level.



FINDINGS

The findings of the study can be reported that the majority of focus group concurred there were significant benefits of the training programs to employees which in turn provided the better services to students. The one stop services building was found for the purpose of providing better services to students with the focus on fast, accuracy, and simple process at one place. It is one of the best example that the management of the university pay heed to the students who were actually the major customers. One stop services can help to reduce times of processing any business transaction from students, staff, and faculty members in campus. It has been hailed as a triumph of success in the service quality. The students had a high level of satisfaction and less complaints about registration services. In general, the campus registration services contributes to making the campus of Suan Sunandha Rajabhat University a vibrant, engaged, and connected with students. The system is up-to-date, online, and providing a variety of services. In fact, the process of surveying the feedback from students have been conducted regularly in order to gain the understanding of what students considered as important and brought the vital information to making and adjusting the process of providing services to students. However, there were three important benefit of training. First, the first benefit of training included the high level of satisfaction of employees. Second, it helped to boost up employee motivation level. Third, employees, after training, provided the effectiveness of the performance, duties, and productivity.

SUGGESTIONS

The suggestions from this study to providing a better service quality in campus included be helpful to students and realize that students need to be treated with respect like any important customers, build rapport with them, focus on what can be done, and be positive and create positive environment. The suggestions in the office that the supervisors should take effective ways to manage the flow of work in the one stop service and focus the attention on the difficult situations from difficult people. The first step is to identify problem that needed the supervisor to pay extra attention. Write it down what happen and what should be done to alleviate the situation. Make sure to know who are involved in the situation and why? Then, try to offer a diplomatic way to solve the problems an a constructive discussion to understand the situation but not to blame and allow the difficult situations to be on the discussion meeting if necessary. Second, it is vital to document the discussion and if possible video tape the situation, the meeting, and the discussion for the purpose of gaining feedback and case study in the future. Finally, the last step is to follow up with the difficult situation. The situation may continue and need to monitor and feedback and discussion. Politeness and sincerity are required for the success of handling the difficult situation and special problems during the service providing.

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