

Student Satisfaction with the Services of the Registration and Evaluation Division, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

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Abstract

The study aims to study students' satisfaction with the services provided by the Registration and Evaluation Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The population consisted of faculty members, staff, and students from the College of Logistics and Supply Chain, totaling approximately 3,000 people. The simple random sampling was used to select 353 samples. Data were collected using questionnaires, and the statistical methods used for data analysis included percentage, mean, and standard deviation. The results have found that the overall satisfaction of students with the services was rated highly, with trustworthiness receiving the highest average score. This was followed by staff personality, service quality, service processes, and the environment. Moreover, for recommendations, the study revealed that the environment factor had a significant impact, reflecting the perceptions and attitudes of staff. Key highlights included the convenience of service locations, appropriateness of service desk positioning, cleanliness and organization of facilities, pleasant atmospheres without noise disturbances, and sufficient seating for waiting service users. Based on these findings, the study suggests that the college should emphasize adequate facilities and improved Atmosphere.

Keywords: collaborative network, university, logistics and supply chain

1. Introduction

Currently, it can be observed that numerous higher education institutions have emerged, both public and private. Each institution employs various strategies to build its image and enhance customer satisfaction, which in this case refers to students. The College of Logistics and Supply Chain at Suan Sunandha Rajabhat University is an academic unit that provides undergraduate and graduate education, with the aim of developing its curriculum according to higher education qualifications frameworks. The College uses a blended learning approach that combines classroom learning with self-study. The goal is to develop students into skilled professionals with knowledge and expertise in their fields, while also instilling moral and ethical values to enable them to live harmoniously in society. Currently, the College has approximately 3,000 students, which necessitates the organization of student services, particularly in the areas of registration and academic evaluation. These services include self-registration (Free Enrollment), adding and dropping courses, grade adjustments, issuing

student certification letters, and behavior certification letters, among others (Heck & Marcoulides, 1996).

As the number of students increases, the workload of student services also grows. This led the researcher to investigate student satisfaction with the various services provided by the institution, especially in the registration area, which is the service the researcher is involved with. A satisfaction survey was used as a tool to collect feedback from students who utilized the registration services. The results from the survey will be used to improve, correct, and develop the registration services at the College of Logistics and Supply Chain at Suan Sunandha Rajabhat University, making them more modern, progressive, and of higher quality. This will help enhance academic services and ensure the satisfaction of those who seek registration services in the future.

1.1 Research Objective

To study students' satisfaction with the services provided by the Registration and Evaluation Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

2. Literature Review

Student Satisfaction

The satisfaction directly impacts the success of tasks. The ultimate goal of success in service operations depends on strategies aimed at creating customer satisfaction to make customers feel good and impressed by the service they receive, which encourages them to return and use the services regularly. Studying customer satisfaction, as well as that of employees, is essential because understanding this can provide a competitive advantage in the market (Kerdpitak et al., 2022). This, in turn, leads to continuous progress and growth in service businesses, ultimately improving the overall quality of life in society (Hiranphaet et al., 2022). Therefore, it can be said that satisfaction is crucial for both service providers and recipients (Aunyawong et al., 2020). Satisfaction arises from the evaluation of the difference between what is expected and what is actually received in a service situation.

Before students use any service, they usually have a standard of that service in mind, which is based on values or attitudes toward the service, past experiences, word-of-mouth from others, received information, advertising, and service guarantees (Choopak & Aunyawong, 2019). These are the fundamental factors that customers use to compare with the service they actually receive throughout the service process. The expectations about the service received greatly influence the moment of truth or the interaction between the service provider and the customer (Phrapratanporn et al., 2022). The customer will compare the actual service performance with their expectations. If what is received matches expectations, it is considered a correct confirmation, leading to customer satisfaction. However, if the service received is either higher or lower than expected, it is considered a disconfirmation. The difference or discrimination that occurs highlights the level of satisfaction or dissatisfaction. If the difference is positive, it indicates satisfaction; if it is negative, it indicates dissatisfaction (Kanchuchor & Aunyawong, 2024; Nopphakate & Aunyawong, 2022).

Services of the Registration and Evaluation Division

The factors that affect satisfaction with services refer to incentives that serve as tools to motivate individuals to feel satisfied and generate positive feelings (Setthachotsombut & Aunyawong, 2020). Customer satisfaction is something that customers express, either

positively or negatively, based on the service they receive and how it is delivered, compared to what they expected (Phrapratanporn et al., 2019). This satisfaction can change according to the surrounding factors and situations that arise during the service. Service providers must be aware of their significant role in creating satisfaction. They should prioritize the needs of customers (. The behavior exhibited during service delivery should reflect genuine attention and care, along with a strong sense of service consciousness. Service providers aim to achieve the efficiency of service system organization to increase flexibility and the ability to respond to demands accurately, conveniently, quickly, and with quality (Prachayapipat et al., 2022; Srisawat & Aunyawong, 2022). The integration of technology in developing service systems is also essential to enhance service efficiency. Effective service that creates customer satisfaction does not stem from any single factor but from several contributing factors (Sutikasana et al., 2023). Therefore, providing services that meet customer expectations requires the application of strategies to create satisfaction in the service, which should be implemented as practically as possible. Various methods exist, all based on the same fundamental idea: providing services that align with customers' expectations, leading to satisfaction (Sangchareontham & Aunyawong, 2023). According to the concepts above the following service dimensions were studied: trustworthiness, staff personality, service quality, service processes, and the environment.

3. Methods

This research is a quantitative study with a population consisting of faculty members, staff, and students from the College of Logistics and Supply Chain, totaling approximately 3,000 people. The sample included faculty and staff from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, selected through simple random sampling, with a sample size of 353 individuals. The research instrument used is a questionnaire, which includes both closed-ended and open-ended questions. After gathering relevant concepts, theories, and previous research, the researcher designed the tool based on the research framework. The data collection for this study was conducted in a systematic manner, using content analysis to summarize and organize the data into a descriptive format that aligns with the research objectives. The findings, along with key issues requiring improvement and development, were presented to ensure the research results can be practically applied. Additionally, the data were analyzed using appropriate software for statistical analysis to compute various statistics, including frequency, percentage, mean, and standard deviation, with the results presented in tables, images, and graphs as appropriate for the data.

4. Results and Discussion

The results found that survey respondents expressed a high level of satisfaction with the services provided by the Registration and Evaluation Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. When considered each dimension, the overall satisfaction of students with the services was rated highly, with trustworthiness receiving the highest average score. This was followed by staff personality, service quality, service processes, and the environment, as shown in Tab 1-5. Moreover, for recommendations, the study revealed that the environment factor had a significant impact, reflecting the perceptions and attitudes of staff. Key highlights included the convenience of service locations, appropriateness of service desk positioning, cleanliness and organization of

facilities, pleasant atmospheres without noise disturbances, and sufficient seating for waiting service users.

Table 1: Student Satisfaction with Environment

<i>Student Satisfaction with Trustworthiness</i>	<i>(\bar{x})</i>	<i>S.D.</i>	<i>Rank</i>
<i>1. Accuracy of the data is reliable.</i>	<i>4.14</i>	<i>0.67</i>	<i>High</i>
<i>2. The provision of documents and various requests for service users is organized to avoid any complications during the service process.</i>	<i>4.30</i>	<i>0.65</i>	<i>High</i>
<i>3. The staff treats all service users with equal importance and respect.</i>	<i>4.11</i>	<i>0.72</i>	<i>High</i>
<i>4. The staff adheres to the rules and regulations of the university as a priority in their operations.</i>	<i>4.40</i>	<i>0.44</i>	<i>High</i>
<i>5. The staff is able to resolve issues related to the registration and evaluation process for students accurately.</i>	<i>4.12</i>	<i>0.56</i>	<i>High</i>
<i>Total</i>	<i>4.21</i>	<i>0.11</i>	<i>High</i>

Table 2: Student Satisfaction with Environment

<i>Student Satisfaction with Staff Personality</i>	<i>(\bar{x})</i>	<i>S.D.</i>	<i>Rank</i>
<i>2.1 The staff welcomes service users with a good attitude, politeness, and a cheerful demeanor.</i>	<i>3.54</i>	<i>1.01</i>	<i>High</i>
<i>2.2 The staff provides services with willingness, enthusiasm, and eagerness.</i>	<i>4.11</i>	<i>0.72</i>	<i>High</i>
<i>2.3 The staff dresses neatly, appropriately, and in accordance with the occasion.</i>	<i>3.66</i>	<i>0.91</i>	<i>High</i>
<i>2.4 The staff is attentive and enthusiastic in providing services.</i>	<i>3.39</i>	<i>0.90</i>	<i>High</i>
<i>2.5 The staff provides clear advice and answers to inquiries.</i>	<i>3.63</i>	<i>0.97</i>	<i>High</i>
<i>Total</i>	<i>3.67</i>	<i>0.11</i>	<i>High</i>

Table 3: Student Satisfaction with Environment

<i>Student Satisfaction with Service Quality</i>	<i>(\bar{x})</i>	<i>S.D.</i>	<i>Rank</i>
<i>3.1 The service providers have knowledge and understanding, offering advice and recommendations.</i>	<i>4.08</i>	<i>0.87</i>	<i>High</i>
<i>3.2 Services are provided in a first-come, first-served manner.</i>	<i>4.05</i>	<i>0.91</i>	<i>High</i>
<i>3.3 The service providers create a positive impression and foster a good understanding with those who approach them.</i>	<i>3.99</i>	<i>0.91</i>	<i>High</i>
<i>3.4 Efforts are made to ensure that service users have a clear understanding.</i>	<i>4.06</i>	<i>0.87</i>	<i>High</i>
<i>3.5 The services are provided according to the announced schedule.</i>	<i>4.16</i>	<i>0.90</i>	<i>High</i>
<i>Total</i>	<i>4.07</i>	<i>0.02</i>	<i>High</i>

Table 4: Student Satisfaction with Environment

<i>Student Satisfaction with Service Processes</i>	<i>(\bar{x})</i>	<i>S.D.</i>	<i>Rank</i>
<i>4.1 The service is accurate, precise, and timely.</i>	<i>3.66</i>	<i>0.90</i>	<i>High</i>
<i>4.2 The service process is simple and straightforward.</i>	<i>3.63</i>	<i>0.97</i>	<i>High</i>
<i>4.3 The service is provided as scheduled.</i>	<i>3.48</i>	<i>0.89</i>	<i>High</i>
<i>4.4 The service is provided promptly.</i>	<i>3.54</i>	<i>1.01</i>	<i>High</i>
<i>4.5 The steps and conditions of the service are clearly communicated.</i>	<i>4.11</i>	<i>0.72</i>	<i>High</i>
<i>Total</i>	<i>3.68</i>	<i>0.11</i>	<i>High</i>

Table 5: Student Satisfaction with Environment

<i>Student Satisfaction with Environment</i>	<i>(\bar{x})</i>	<i>S.D.</i>	<i>Rank</i>
<i>5.1 The service location is easily accessible.</i>	<i>4.29</i>	<i>0.81</i>	<i>High</i>
<i>5.2 The service location has sufficient seating for waiting.</i>	<i>3.17</i>	<i>0.60</i>	<i>High</i>
<i>5.3 The service location is clean and well-organized.</i>	<i>3.46</i>	<i>0.75</i>	<i>High</i>
<i>5.4 The service location has a pleasant atmosphere with no noise disturbances.</i>	<i>3.33</i>	<i>0.74</i>	<i>High</i>
<i>5.5 The location of the Registration and Evaluation Division's contact inquiry point is appropriately situated.</i>	<i>3.67</i>	<i>0.87</i>	<i>High</i>
<i>Total</i>	<i>3.58</i>	<i>0.10</i>	<i>High</i>

5. Conclusion

From the study of student satisfaction regarding the services of the Registration and Evaluation Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, the results have found that the overall satisfaction of students with the services was rated highly, with trustworthiness receiving the highest average score. This was followed by staff personality, service quality, service processes, and the environment.

For recommendations, the study revealed that the environment factor had a significant impact, reflecting the perceptions and attitudes of staff. Based on these findings, the researchers propose:

Adequate Facilities: Provide sufficient and appropriately arranged tables and chairs to enhance user convenience and satisfaction.

Improved Atmosphere: Ensure a pleasant and noise-free environment in service areas.

Expand the questionnaire to include additional factors that might influence dependent variables and analyze their statistical significance at the .05 level.

Incorporate other data collection methods, such as interviews, focus groups, or in-depth interviews.

Improve aspects with the lowest average scores sequentially based on importance and consider exploring factors not included in this study for continuous development.

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