

Satisfaction Survey on the Journal of Allied Health Sciences, Suan Sunandha Rajabhat University, in 2025

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Abstract

This study aimed to examine and assess stakeholder satisfaction with the Journal of Allied Health Sciences, Suan Sunandha Rajabhat University, focusing on the article submission and review process, the timeliness of editorial feedback, publication quality, and academic credibility. A quantitative descriptive research design was employed and conducted at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkhram Campus, between January and August 2025. The study sample consisted of 100 participants, including authors and readers of the journal. Data were collected using a structured questionnaire comprising three sections and analyzed using descriptive statistics. The findings indicated that overall satisfaction with the journal was high, with an average mean score of 3.80. Across specific dimensions, including content quality (mean = 3.81), design and layout (mean = 3.80), and practical usefulness (mean = 3.77), satisfaction levels were consistently high. Feedback from respondents was used to enhance the journal's operational processes, particularly in manuscript management, peer-review communication, and layout design, resulting in greater efficiency and transparency. The study underscores the importance of continuous improvement in editorial management and demonstrates that systematic stakeholder evaluation is vital to sustaining the journal's academic excellence, credibility, and high publication standards.

Keywords: stakeholder satisfaction, academic journal management, editorial process improvement, quality assessment, Suan Sunandha Rajabhat University

1. Introduction

Academic journals serve as vital instruments for disseminating scientific knowledge and research findings generated by faculty members, researchers, and students. They function as key platforms for sharing innovations, fostering scholarly communication, and enhancing academic visibility across institutions and disciplines. The *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University* was established with the primary goal of promoting and publishing research and academic work in the fields of health sciences and public health. Through this mission, the journal seeks to support evidence-based knowledge dissemination, encourage professional growth, and advance research in health-related fields at both national and international levels (Shato et al., 2023).

Maintaining the quality and reputation of a scholarly journal requires continuous evaluation of its performance and adherence to rigorous publication standards. Regular assessment of stakeholder satisfaction is a crucial component of this process, as it reflects perceptions of the journal's quality, credibility, and operational efficiency. Feedback from key stakeholders, including authors, reviewers, and readers, serves as an important indicator of the journal's success and long-term sustainability (Pawananon and Chaiphongpachara, 2025). High levels of satisfaction strengthen the relationship between contributors and the editorial team, thereby enhancing the journal's academic reputation and appeal to potential contributors (Chintaladdha al., 2025).

In practice, the editorial office of the Journal of Allied Health Sciences faces management challenges typical of academic publishing, such as maintaining the timeliness of article processing, ensuring transparency in the peer-review process, and facilitating effective communication with authors (Galmarini et al., 2024; Schmaltz and Enström, 2014). Guided by the Routine to Research (R2R) framework, which encourages transforming routine administrative challenges into systematic, evidence-based studies, this research was initiated to evaluate the journal's operational efficiency and effectiveness. The R2R approach not only fosters organizational learning but also provides data-driven insights for improving management practices and editorial processes.

The main objective of this study is to assess the satisfaction levels of key stakeholders, particularly authors and readers, regarding various aspects of the journal's operations. These include article submission and review procedures, communication efficiency, feedback timeliness, publication quality, and academic credibility. By identifying strengths and areas for improvement through empirical analysis, the editorial team aims to enhance operational processes, ensure publication excellence, and maintain alignment with the expectations of the academic community. Ultimately, the findings of this satisfaction survey will serve as a foundation for the continuous improvement of the Journal of Allied Health Sciences. The results will inform strategic planning in areas such as editorial workflow optimization, reviewer engagement, publication ethics, and the integration of digital technologies in manuscript management.

2. Research Objective

This study aimed to explore and evaluate stakeholder satisfaction with the operations of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*, across several dimensions, including the article submission and review process, the timeliness of editorial feedback, publication quality, and academic credibility.

3. Methodology

The study was conducted at the Research and Academic Services Division, Office of the Dean, College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkhram Campus. The campus, located at 111/1–3 Moo 7, Rama II Road, Bang Kaew Subdistrict, Mueang Samut Songkhram District, Samut Songkhram Province, Thailand, served as the primary site for data collection and coordination. The research was carried out over an eight-month period, from January to August 2025.

Population and Sample

The population consisted of 100 individuals, including authors and readers of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*. The sample comprised authors and readers who submitted research or academic articles for publication, as well as those interested in accessing published works through the journal's official website. In total, 100 participants were included in this study.

Research Instrument

The primary research instrument was a structured questionnaire designed to collect information from authors and readers of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*. The questionnaire consisted of three sections:

Section 1: General information of the respondents

Section 2: Satisfaction of authors and readers with the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*

Section 3: Additional comments and suggestions

Research Instrument

The research instrument used in this study was an evaluation form assessing the importance of determinants influencing the enhancement and efficiency of online meeting management. Data were collected from six administrative staff members in the Office of the Dean who were responsible for organizing and managing meetings across the six committees. Each participant was asked to complete the evaluation form between March and July 2024.

Data Analysis

After collecting the completed questionnaires, all responses were checked for accuracy and completeness. A total of 100 valid questionnaires were collected, representing a 100% response rate. Data were collected and processed using Google Forms and analyzed through descriptive statistical methods. The analysis focused on three main components:

Section 1: General information of the respondents

Section 2: Satisfaction of authors and readers with the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*

Section 3: Additional comments and suggestions

Scoring of the Research Instrument

Section 2 of the questionnaire employed a five-point Likert scale to assess the level of satisfaction among authors and readers of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*. The evaluation focused on three key dimensions: content quality, design and layout, and the practical usefulness of the journal. Respondents were asked to rate their satisfaction on a scale ranging from 1 to 5, where a score of 5 represented a very high level of satisfaction, 4 indicated high, 3 signified moderate, 2 reflected low, and 1 denoted very low satisfaction.

For the interpretation of results, mean scores were categorized to determine the overall level of satisfaction. A mean score between 4.51 and 5.00 indicated a very high level of satisfaction; 3.51 to 4.50 represented a high level; 2.51 to 3.50 denoted a moderate level; 1.51 to 2.50

reflected a low level; and 1.00 to 1.50 indicated a very low level of satisfaction. This scoring framework provided a clear and systematic basis for interpreting respondents' perceptions of the journal's quality and performance.

4. Results

Satisfaction with the Journal of Allied Health Sciences, Sun Sunandha Rajabhat University

The results of the study on satisfaction with the Journal of Allied Health Sciences, Sun Sunandha Rajabhat University are presented in Table 1.

Table 1. Mean Scores and Levels of Satisfaction Toward the Journal of Allied Health Sciences, Sun Sunandha Rajabhat University.

Items	Mean Score	Level of Satisfaction
Content Dimension		
1. The content is clear, accurate, and reliable.	3.89	High satisfaction
2. The amount of content in each article is appropriate.	3.79	High satisfaction
3. The sequence of content is logical and easy to understand.	3.76	High satisfaction
4. References are written accurately according to academic standards and are traceable.	3.79	High satisfaction
Overall	3.81	High satisfaction
Design and Layout Dimension		
1. The journal layout is easy to read.	3.80	High satisfaction
2. The color scheme used in the journal design is appropriate.	3.86	High satisfaction
3. The font size and style are legible and aesthetically pleasing.	3.84	High satisfaction
4. Images correspond with the content and effectively convey meaning.	3.79	High satisfaction
5. The physical size of the journal is appropriate.	3.73	High satisfaction
Overall	3.80	High satisfaction
Practical Usefulness Dimension		
1. The content is useful to readers and applicable to practice.	3.78	High satisfaction
2. The journal serves as a source of multidisciplinary knowledge.	3.74	High satisfaction
3. The content meets readers' needs and interests.	3.78	High satisfaction

Overall	3.77	High satisfaction
Overall Satisfaction with the Journal of Allied Health Sciences, Suan Sunandha Rajabhat University	3.83	High satisfaction
Overall	3.83	High satisfaction
Overall (1)–(4)	3.80	High satisfaction

Application of the Research Findings in Routine Work

The findings from this satisfaction survey on the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University* were applied to enhance the journal's operational processes and management system. The results provided essential evidence for reviewing and optimizing editorial workflows to improve overall efficiency. Feedback obtained from authors and readers was used by the editorial team to refine key aspects of the publication process, including manuscript handling, peer-review communication, and publication management. These enhancements aim to foster greater satisfaction among contributors and readers, strengthen the journal's credibility, and ensure its ongoing quality improvement.

Impact of Changes in Work Processes

The results of the satisfaction assessment had a significant impact on the editorial operations of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*. In response to the survey's recommendations, several core processes and procedures were reviewed and modified. Revisions were made to the manuscript submission system, peer-review timelines, and layout design to promote consistency and efficiency. The implementation of these changes has resulted in smoother editorial operations, improved transparency in communication, and a more streamlined workflow within the editorial office.

Lessons Learned

The study emphasized the importance of continuous improvement in academic journal management. Insights gained from the research informed further refinements to the workflow, operational procedures, and presentation standards of the *Journal of Allied Health Sciences, Suan Sunandha Rajabhat University*. These ongoing improvements have enhanced the journal's efficiency, increased satisfaction among authors and readers, and reinforced its commitment to maintaining academic excellence, transparency, and high publication quality.

5. Discussion

The results of this study revealed that authors, readers, and interested individuals expressed a high level of overall satisfaction with the Journal of Allied Health Sciences, Suan Sunandha Rajabhat University, with an average mean score of 3.83. This finding suggests that the journal has effectively fulfilled its primary objective of disseminating credible and high-quality academic work in health sciences and public health. The high level of satisfaction further reflects the journal's success in maintaining publication standards, fostering trust among contributors, and strengthening its academic reputation.

In terms of content, respondents reported the highest satisfaction with the clarity, accuracy, and reliability of published articles (mean = 3.89). This demonstrates the journal's adherence to academic rigor and editorial integrity, which are fundamental to scholarly publishing. High satisfaction scores were also recorded for the appropriateness of article length and the accuracy of references (mean = 3.79 each), indicating that contributors and readers value the balance between depth and accessibility. The logical organization of content (mean = 3.76) further highlights that the articles are well-structured and easy to follow. These results are consistent with previous studies on academic publishing satisfaction, which emphasize that coherent, well-organized, and academically sound content enhances journal credibility and reader engagement (Drozd and Ladomery, 2024; Thistlethwaite and Anderson, 2021).

With respect to design and layout, respondents expressed strong satisfaction across all indicators, particularly regarding the appropriateness of color design (mean = 3.86) and the readability of font size and style (mean = 3.84). These findings underscore the importance of visual presentation in shaping user experience and reader retention. In academic publishing, aesthetics, though secondary to content, play a crucial role in readability and perceived professionalism. The high level of satisfaction in this category (mean = 3.80) suggests that the journal's visual presentation effectively complements its academic function, enhancing both accessibility and engagement among readers (Galmarini et al., 2024; Schmaltz and Enström, 2014).

In terms of practical usefulness, respondents recognized the journal as a relevant and applicable source of information, particularly for its usefulness in academic and professional practice (mean = 3.78) and its ability to meet readers' informational needs (mean = 3.78). These results indicate that the journal not only serves as a platform for disseminating knowledge but also facilitates the practical application of research findings in health sciences. The overall satisfaction score in this dimension (mean = 3.77) reflects the journal's strong alignment with its mission to promote evidence-based knowledge that benefits both academic researchers and practitioners.

Overall, the findings demonstrate that the Journal of Allied Health Sciences has achieved a high level of satisfaction across all evaluated dimensions, including content quality, design and layout, and practical usefulness. This outcome highlights the importance of maintaining consistent editorial standards, transparent communication, and user-oriented design in sustaining journal quality (Prager et al., 2019). It also emphasizes the value of periodic stakeholder evaluation as a mechanism for continuous improvement. In response to these findings, the editorial team has implemented several enhancements, including more rigorous manuscript screening, improved peer-review communication, and refined layout design (Waltman et al., 2023). These initiatives are aligned with the principles of quality assurance and continuous development in academic publishing, reinforcing the journal's commitment to excellence and its contribution to advancing scholarship in health sciences.

6. Conclusion

This study emphasizes that sustaining a balance among academic quality, visual design, and user satisfaction is fundamental to the long-term success of an academic journal. Ongoing evaluation and feedback-based improvements not only enhance the journal's reputation and operational effectiveness but also reinforce its role in advancing scholarly communication and contributing to the development of research in health sciences and public health.

Acknowledgment

This research was supported by the Research and Development Institute and the College of Allied Health Sciences, Suan Sunandha Rajabhat University, Samut Songkhram Campus. The authors would like to express their sincere gratitude to their colleagues at the institution for their support in data collection and for providing valuable guidance throughout the research process.

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