

SATISFACTION WITH THE COLLEGE'S COMMUNITY ACADEMIC SERVICES LOGISTICS AND SUPPLY CHAIN SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Research on Satisfaction with community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University. The objective is to study satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University and evaluate the success of community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University. which is research quantitative. The sample group consisted of citizens who participated in the academic services of the College of Logistics and Supply. Suan Sunandha Rajabhat University, 200 people.

The results of the study found that satisfaction with community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Overall, it was at the highest level with an average of 4.40. When ranking each aspect, it was found that the aspect with the highest average number 1 was responding to society's needs with an average of 4.71. Number 2 was the role of guiding society. The average value was 4.59. Ranked 3rd was academic service processes and procedures. It has an average of 4.37, ranking 4th in terms of facilities. has an average of 4.28. Ranking 5 is academic service providers. has an average of 4.26 and is ranked 6 That is, in terms of service quality, the average value was 4.17. This research can use such information to improve the community academic service process of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University To be effective and able to apply knowledge in a concrete way.

Keywords : Satisfaction, Academic services, Eommunity

INTRODUCTION

Academic services to society means that higher education institutions provide academic services. That covers specific target groups both domestically and internationally. This service may be provided by using the resources of the educational institution or using shared resources at both the institutional and individual levels in many ways. Such as educational counseling, research to find answers for society. Various short-term training, providing continuing education Alumni Services and the general public. This visa service can be provided in the form of a free service with a sense of responsibility of higher education institutions as a dependency on society or a commercial service that provides a return. As income Or it is information that can be returned to develop and improve to create new knowledge. Providing academic services by transferring new technology and knowledge that is useful and a source of academic reference. As well as promoting academic and professional roles in responding,

guiding and admonishing society in higher education institutions, taking into account public responsibilities. (Chattrarat, H. 2018:18)

Higher education institutions provide academic services that cover a wide range of target groups. and target groups in many ways. Such as giving advice research study. Researching to find answers for society Providing various short course training services, providing continuing education services to the general public, providing this academic service. It can be arranged in the form of providing free services or as a service. commercial activities that provide income or feedback for development and improvement to create new knowledge. (Morse,N.C. 1953 :18)

Providing academic services to society is one of the missions of higher education to help support its role as an academic community to strengthen the community. In addition, visa services for society are also specified. Subject to the ministerial regulations regarding systems, criteria, and methods for assuring the quality of education within higher education institutions and is an important quality component of higher education. Therefore, academic service to society is a necessary duty that higher education institutions must inevitably perform according to law. (Kanya,K. 2019:25)

The researcher realized the importance and therefore conducted a study on satisfaction with the community academic services of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. To survey satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University and to evaluate the success of community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University.

OBJECTIVE

1. To survey satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University.
2. To evaluate the success of community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University.

LITERATURE REVIEW

3.1 Theoretical concepts regarding academic services

Suchada, T. (1992:20) The definition of academic service means that educational institutions provide academic services to communities and society in various forms. According to the aptitude and expertise of the educational institution Including being an academic reference source or perform any duties that affect community development Society in academics or knowledge development as well as national and international strength. Academic services are services that are remunerated. and free academic services By bringing knowledge and experience to develop or integrate into teaching and research, such as articles, textbooks, course books or curricula, etc., consisting of academic services to the public and academic services Only community groups.

Chattrarat, H. (2018:67) The definition of academic service means providing professional academic services to society and communities. State or private enterprise which creates academic progress for society By relying on academic knowledge and abilities as well as creating or enhancing experience in applying academics to suit Thai society. and teaching in universities.

In conclusion, academic service means providing professional academic services to society and communities. State or private enterprise which creates academic progress for

society By relying on academic knowledge and abilities as well as creating or enhancing experience in applying academics to suit Thai society. and teaching in universities

3.2 Higher education institutions and community services

Higher education institutions play an important role in meeting the basic human need for education to enhance living standards. Strengthen current education into continuous lifelong education. It is therefore necessary for all higher education institutions to build relationships with the community. and serve the community by facilitating knowledge and things that are beneficial to the people in local development as appropriate to appropriate conditions. Community services of higher education institutions play an important role in community development. Strengthen people in that community to be people of high quality and efficiency, which will be the foundation for the development of society and the nation.

3.3 Concepts and theories about satisfaction

Morse,N.C. (1953 :17) The definition of satisfaction means reducing the stress of workers because human nature is demanding. If the needs are fully or partially satisfied Stress will decrease and satisfaction will arise. And vice versa, if desire Didn't receive a response. Stress and dissatisfaction will arise.

Shelly,W. (1975 :85) Definition: Satisfaction refers to positive feelings. And negative feelings Every kind of human feeling must belong to these two groups of feelings. In summary, satisfaction refers to an abstract attitude about the mind, emotions, and feelings that a person has about something that cannot be seen physically. Moreover, satisfaction is a person's positive feelings towards something. It may arise from expectations. Or it happens only when that thing can respond.needs for individuals. The resulting satisfaction can change according to values and experiences of the person.

3.4 The importance of satisfaction

Customer satisfaction determines the characteristics of the service. Service executives and service operators It is necessary to survey customer satisfaction regarding services. and characteristics of service offerings that customers like.

Customer satisfaction is an important variable in evaluating the quality of Good service must have quality that meets needs, expectations and is likely to be used again. The quality of service that will satisfy customers depends on the nature of the service that is presented.

Satisfaction of service workers It is an indicator of the quality and success of service work that pays attention to the needs and expectations of service workers. It is no less important than giving importance to customers.

METHODOLOGY

This research is a quantitative research. The sample group is people who participated in community academic services in the project to increase efficiency in upgrading management processes, product yield management, and increasing household income. According to the concept of sufficiency economy and sustainable development for fiscal year 2024 of the College of Logistics and Supply Suan Sunandha Rajabhat University By selecting a sample group that was representative of the Ban Khlong Yong community area. Sanam Chan Community, Laem Bua Community, and Bang Luang Market Community participating in academic services Number not less than 200 people.

Measuring instruments used in this study Created according to the framework of the operational definition, there are a total of 5 consisting of 1) general information of the respondents 2) satisfaction with the academic services of the college.Logistics and Supply Suan Sunandha Rajabhat University and 3) comments and suggestions.The quality of the tools is checked. By testing the accuracy and confidence testing.

The researcher used a questionnaire to survey satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University Collect sample data in both face-to-face and online formats until complete.

The researcher took all completed questionnaires and coded them. For statistical analysis by dividing the data analysis using descriptive statistics To find the percentage and frequency distribution Describe the nature of general information related to personal factors. and find the average and most of them deviate from the standard Analyze the level of opinions of the sample population regarding their satisfaction with the community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University

RESULTS

The results of the study found that the majority of the sample group were 117 females, accounting for 58.50 percent, and 83 males, accounting for 41.50 percent, as shown in Chart 1.

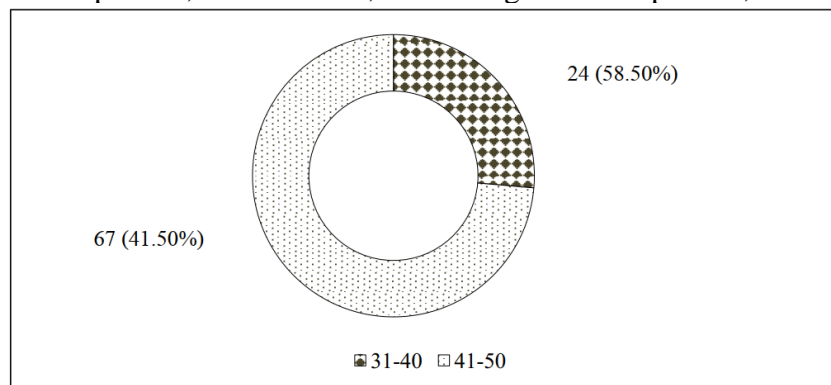


Chart 1 Survey respondent data classified by gender

Most of the sample was between the ages of 51-60, 74 people, accounting for 37.00 percent, followed by those aged 41-50, 60 people, accounting for 33.50 percent, and those aged 60 years and over, 35 people, accounting for 17.50 percent as shown in Chart 2

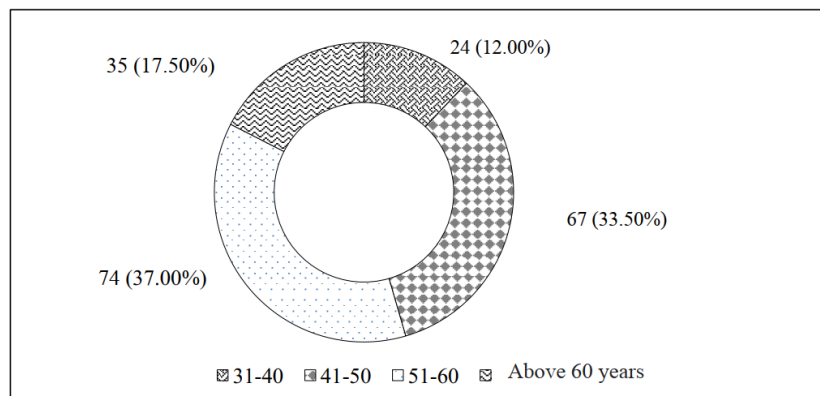


Chart 2 Survey respondent data classified by age

Most of the sample group were general contractors, 76 people representing 38.00 percent, followed by farmers, 67 people representing 33.50 percent, and private businesses, 32 people accounting for 16.00 percent. As shown in Chart 3

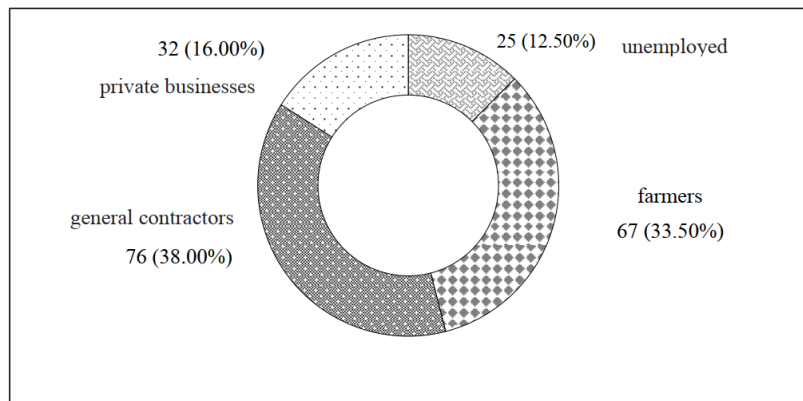


Chart 3 Information on test respondents classified by occupation

The results of the study found that satisfaction with community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Overall, it was at the highest level with an average of 4.40. When ranking each aspect, it was found that the aspect with the highest average number 1 was responding to society's needs with an average of 4.71. Number 2 was the role of guiding society. The average value was 4.59. Ranked 3rd was academic service processes and procedures. It has an average of 4.37, ranking 4th in terms of facilities. has an average of 4.28. Ranking 5 is academic service providers. has an average of 4.26 and is ranked 6 That is, in terms of service quality, the average value was 4.17. As shown in Table 1

Table 1 Results of satisfaction assessment of community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Rajabhat University

Assessment issues	\bar{x}	SD	Interpret results
Satisfaction with service processes and procedures			
1.1 public relations	4.33	0.475	The most
1.2 Coordination	4.33	0.475	The most
1.3 Format or method of organizing training activities	4.32	0.471	The most
1.4 Appropriateness of the training period	4.33	0.475	The most
1.5 Overall suitability of the lecturer	4.53	0.501	The most
All aspects included	4.37	0.432	The most
Satisfaction with academic service staff			
2.1 Have good relations and are willing to serve	4.30	0.461	The most
2.2 Facilitating training participants	4.30	0.460	The most
2.3 Providing accurate and clear information services	4.20	0.402	A lot
All aspects included	4.26	0.412	The most
Satisfaction with facilities			
3.1 Place/atmosphere in providing academic services	4.37	0.487	The most
3.2 Audio visual equipment technology	4.23	0.428	The most
3.3 Supporting media for academic service training	4.17	0.382	A lot
All aspects included	4.28	0.352	The most
Satisfaction with service quality			
4.1 The benefits and knowledge gained can put into practice	4.17	0.382	A lot
4.2 Value (budget and time) of participating in academic services	4.17	0.382	A lot

Assessment issues	\bar{x}	SD	Interpret results
4.3 Providing academic services to meet your needs	4.17	0.382	A lot
All aspects included	4.17	0.382	A lot
Satisfaction with the role of guiding society			
5.1 Things received form training Can be transferred to the community	4.17	0.382	A lot
5.2 Community academic services create additional income	4.81	0.479	The most
5.3 Academic services are involved in supporting service recipients in becoming self-reliant	4.80	0.487	The most
All aspects included	4.59	0.307	The most
Satisfaction with responding to society's needs			
6.1 What you receive from academic services is consistent with the needs of the community	4.71	0.532	The most
6.2 This academic service affects the development and strengthening of work for the community/society	4.72	0.449	The most
6.3 This academic service is beneficial to the community/society	4.71	0.695	The most
All aspects included	4.71	0.456	The most
Including edition	4.39	0.232	The most

DISCUSSION OF RESULTS

Evaluation of satisfaction with community academic services of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University Overall, it is at the highest level. The satisfaction evaluation guidelines are consistent with the concepts and principles for setting up a monitoring and evaluation system throughout PDCA and using the MERL mechanism for developmental monitoring and evaluation. (Developmental Evaluation) It is a process of monitoring and evaluation in a cyclical manner. Because it makes adjustments and changes to suit the context of change. Therefore, monitoring and evaluation throughout PDCA is divided into 4 phases. (Suksan,S. ,2021 :48)

1) Planning (P: Planning) must establish a monitoring and evaluation system before putting the plan into practice (Ex-ante Evaluation).

2) Putting the plan into practice (D: Do/Implementation) is an evaluation after putting the plan into practice. Plan to implementation (Post Implementation), which is an evaluation that occurs while working (On-going Evaluation).

3) Evaluation when the It is an evaluation when the project is completed (Ex-post Evaluation)

4) using information arising from the evaluation to create innovation in proposing guidelines for developing and upgrading (Enhance) plans/projects/strategies. Towards new thinking, new actions and new results (A: ACT)

In this regard, the community academic services of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University This is in line with the theory related to creating a network (Networking) in order to raise the level of academic services to meet needs and increase income for the community. Main theoretical concepts in social networks

CONCLUSION AND FUTURE WORK

College of Logistics and Chain Machinery Suan Sunandha Rajabhat University Raise the level of searching for academic services at the College of Logistics and Machinery Chain. Suanm Sunandha Rajabhat University provides efficiency and efficiency of knowledge to be used normally , concretely.

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