

# SATISFACTION OF PARTICIPANTS IN THE 6TH CONFERENCE ON LOGISTICS AND SUPPLY CHAIN

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## ABSTRACT

This research is aimed to the level of participants in The 6th Conference on Logistics and Supply Chain, to study the problems and suggestions from the participants in the 6<sup>th</sup> Conference on Logistics and Supply Chain. The study sample comprised 100 people by purposive sampling method the instrument used in the research was the satisfaction scale of participants from the 6th Conference on Logistics and Supply Chain questionnaire, with 5-rating scale. The statistics include the frequency, percentage, mean and standard deviation.

The results were as follows : an overview shows that satisfaction scale of participants in the 6th Conference on Logistics and Supply Chain 2023 indicates high levels. The mean of the satisfaction scale is between 3.68 and 3.92 and the standard deviation of the satisfaction scale is between 0.65 and 0.89, with the highest average being for the staff providing the service ( $\bar{x} = 3.92$ , SD = 0.85). The second is Expert side ( $\bar{x} = 3.84$ , SD = 0.65), Registration side ( $\bar{x} = 3.77$ , SD = 0.71), Service process ( $\bar{x} = 3.76$ , SD = 0.89) and Management style ( $\bar{x} = 3.68$ , SD = 0.78)

**Keywords :** Satisfaction, Conference, Participants

## INTRODUCTION

Research is important to the operations of every department. As research is a matter of research in order to prove or find answers or facts. Research is the process of finding reliable knowledge. Research means seeking knowledge on a particular subject using scientific methods. Research is searching for the truth or new searches in the sciences of interesting and related fields in order to obtain guidelines for solving various problems. (Academic and Research Department Chiang Mai University. 2017)

An academic Conference is a large meeting. There will be many participants. Preparing for meeting is therefore important from writing the project, Operational planning, Public relations, Design, Event formats, Organization of large meeting rooms or Small meeting room, Facilitation including good coordination. It's important for the project organizer manages the system as best as possible for the work to be efficient. In this place we will talk about the 6th Conference on Logistics and Supply Chain 2023, which is a forum for faculty, students, and the general public to present and disseminate research at the national level. It also creates an atmosphere for exchange and learning in the field of research. Benefiting the various agencies.

Research and Academic Services Department plays an important role in organizing academic conferences. Its duties are as follows: 1) Consider research articles and academic articles to present to experts. 2) Group articles to organize an academic meeting room. 3) Organize academic conferences and 4) Report the results of considering research articles and publish the volume proceeding. Each academic conference must be prepared with information. It involves multiple steps and requires cooperation from many personnel. To organize a meeting this causes the meeting organizers to have obstacles in their work. And difficulties in

organizing the event smoothly to be ready for the next academic conference. Therefore, It's necessary to study, review and exchange opinions. To develop the format for organizing academic conferences of the College of Logistics and Supply Chain.

From the problems mentioned above. The researcher is interested in the guidelines and procedures for organizing academic conferences of the College of Logistics and Supply Chain. Form participants of the 6th Conference on Logistics and Supply Chain 2023 for application and be able to perform better in organizing the next academic conference.

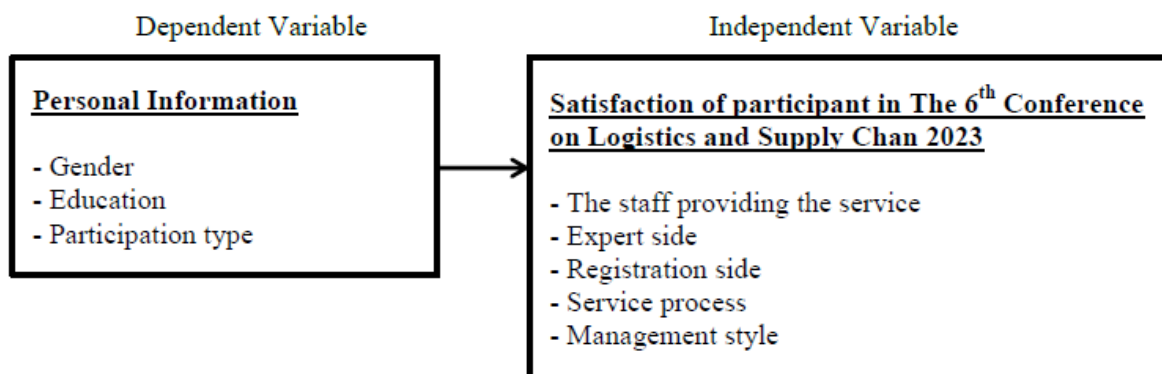
## LITERATURE REVIEW

Chattrarat hotrawaisaya. (2022). has studied service satisfaction of parcel delivery of online platform in thailand the sample consisted of 400 consumers who had used parcel delivery services via an online platform by doing a simple random sampling. The data were analyzed using statistical analysis of frequency, percentage, mean and standard deviation. The results of the research revealed that the overall level of customer satisfaction with service quality was at a high level. Reliability of parcel delivery Convenience in transporting parcels in the field of parcel transportation services and the communication and problem solving of parcel transportation. The level of customer satisfaction with service quality in all 5 aspects is related to customer service behavior, namely the average monthly purchase volume through online platforms; and the frequency of using parcel delivery services via online platforms each month.

Ratchaneeporn Naputtha. (2006: Abstract) studied satisfaction with training and training efficiency of Siam Industrial Cement Co., Ltd. Case study: Siam Cement (Tha Luang) Co., Ltd. Group. An example is a company employee. Siam Cement (Tha Luang) Limited, 210 people The research results found that Satisfaction with the training of the company's employees Siam Cement (Tha Luang) Co., Ltd. Overall and income is at a high level. Except for those responsible for training Public relations and the duration of training is at a moderate level.

## OBJECTIVE

1. To study the satisfaction of participants in the 6th Conference on Logistics and Supply Chain 2023
2. To study the problems and suggestions of participants in the 6th Conference on Logistics and Supply Chain 2023



**Figure 1 : Research Conceptual Framework**

## RESEARCH METHODOLOGY

### 4.1 Sample

The sample groups used in this research included students, academic personnel and academic support personnel 100 people using purposive sampling of participants in The 6th Conference on Logistics and Supply Chain 2023.

### 4.2 Research tools

Satisfaction measurement of participants in the 6th Conference on Logistics and Supply Chain 2023 is divided into 2 parts as follows.

**Part 1:** Personal Information questionnaire for participants of The 6th Conference on Logistics and Supply Chain 2023, consisting of questions on Gender, Education and Participation type. There are 3 items in form of a checklist.

**Part 2 :** Satisfaction scale for participants in The 6th Conference on Logistics and Supply Chain 2023. There are 14 items in the form of a 5-level rating scale as follows:

5 Mean Satisfaction corresponds to that message at the highest level.

4 Mean Satisfaction corresponds to that message at a high level.

3 Mean Satisfaction with the message was at a moderate level.

2 Mean Satisfaction with that message was at a low level.

1 Mean Satisfaction with that message was at the least level.

#### Creating tools and finding quality

The tool used in this research is a satisfaction measurement scale for participants in the 6th Conference on Logistics and Supply Chain 2023, which is a 5-level rating scale, The tool was created by the researcher. The steps for creating the tool as follows.

1) Study documents, synthesize documents, concepts, theories and research reports to study academic conferences.

2) Write definitions of terms related to academic conferences.

3) Bring definitions of terms related to academic conferences. consult with the Deputy Dean for Research and Academic Services to check suitability. Then bring it to adjust and edit.

4) Prepare a satisfaction measure for participants in the 6th Conference on Logistics and Supply Chain 2023.

5) Take the satisfaction measure of participants of the 6th Conference on Logistics and Supply Chain 2023 to ask for help from experts to check content validity by considering the comprehensiveness of the content structure and consistency with definitions and use the Item Objective Congruence (IOC) that is calculated must have a value of 0.5 or more using the following calculation formula (Pannee Leekitwattana. 2015 : 195)

$$IOC = \frac{\sum R}{n}$$

*IOC* Instead of value Consistency with definitions

$\sum R$  Instead of value Total Scores form experts

*n* Instead of value Number of experts

By considering selecting questions with an IOC value of 0.5 and above, the results of the analysis of the IOC value found that it ranged from 0.40 to 1.00. Therefore, the researcher eliminated questions with a lower IOC value. 0.50, 1 item.

6) Prepare a satisfaction measure for participants in the 6th National Logistics and Supply Chain Conference to test (Try-Out) with 40 students and personnel who are not the sample group. Take the results and process them to find reliability. which the researcher used Cronbach's method with the following calculation formula (Pannee Leekitwattana. 2015: 203)

$$\alpha = \frac{k}{k-1} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

When  $\alpha$  Instead of value Reliability Value  
 $k$  Instead of value Number of points of the measuring device  
 $\sum s_i^2$  Instead of value Sum of the variance of each item's score  
 $s_t^2$  Instead of value Sum of the variance of the total scores

The results of the analysis found that all 14 questions had an overall reliability of 0.95, with each aspect of the measure having a reliability of 0.78 to 0.95. Details are shown in Table 4.1.

**Table 4.1** Reliability values of the satisfaction measure of participants in The 6th Conference on Logistics and Supply Chain 2023.

Variable	Reliability values	Question	Reliability values
Satisfaction of participant in The 6th Conference on Logistics and Supply Chain 2023	0.95	The staff providing the service	0.85
		Expert side	0.95
		Registration side	0.89
		Service process	0.86
		Management style	0.78

7) Apply the satisfaction measure of participants of The 6th Conference on Logistics and Supply Chain 2023 has been tested for quality and use it with a sample of students. Academic personnel and academic support personnel 100 people.

### 4.3 Statistics used to analyze data

The preliminary data were analyzed using descriptive statistics. To describe the characteristics of the sample group and characteristics of the variables used in the research using descriptive statistics such as frequency and percentage values.

$$pci = \frac{n_i}{n_t}$$

When  $pci$  Instead of value Percentage of things studied  
 $n_i$  Instead of value Number of subsections  
 $n_t$  Instead of value Most number

Data analysis to study the satisfaction level of participants in The 6th Conference on Logistics and Supply Chain 2023 by mean and standard deviation.

$$\bar{x} = \frac{\sum x}{n}$$

When  $\bar{x}$  Instead of value Average  
 $\sum x$  Instead of value The sum of the points in the data set  
 $n$  Instead of value Total amount of data

Using the criteria for interpreting the meaning of Tanin Sillapajaru (2552 : 112)

4.50 - 5.00 Mean Satisfaction corresponds to that message at the highest level.

3.50 – 4.49 Mean Satisfaction corresponds to that message at a high level.

- 2.50 – 3.49 Mean Satisfaction with the message was at a moderate level.
- 1.50 – 2.49 Mean Satisfaction with the message was at a low level.
- 1.00 – 1.49 Mean Satisfaction with the message was at the least level.

$$SD = \sqrt{\frac{\sum (x - \bar{x})^2}{n}}$$

When	SD	Instead of value	Standard deviation
	$\sum x$	Instead of value	The sum of the individual scores in data set
	$\bar{x}$	Instead of value	Average of data
	n	Instead of value	Total amount of data

## RESULTS

### 5.1 Basic Data analysis

In this research, the researcher analyzed basic statistics of the sample including frequency and percentage. Shown in Table 5.1

**Table 5.1** Frequency and percentage of personal data of the sample

Personnal Information		Frequency	Percentage
Gender	Man	20	20.00
	Women	80	80.00
Total		100	100.00
Education	Bachelor’s degree	47	47.00
	Master’s degree	41	41.00
	Doctoral degree	12	12.00
Total		100	100.00
Participation type	Student	62	62.00
	Academic personal	21	21.00
	Academic support personal	17	17.00
Total		100	100.00

From Table 5.1, it was found that the sample group had more females than males, with 80 females accounting for 80 percent, 20 males accounting for 20 percent, with a bachelor's degree of 47 people accounting for 47 percent, a master's of 41 people. accounting for 41 percent, Doctoral degree 12 people, accounting for 12 percent, 62 students, accounting for 62 percent, academic personnel 21 people, accounting for 21 percent, academic support personnel 17 people, accounting for 17 percent, respectively.

### 5.2 Analysis of preliminary statistics used to analyze The 6th Conference on Logistics and Supply Chain 2023.

In this research, the researcher analyzed the satisfaction of the participants of The 6th Conference on Logistics and Supply Chain 2023 of the sample group, including the Average ( $\bar{x}$ ) and Standard Deviation (SD) as shown in the table. 5.2

**Table 5.2** Average ( $\bar{x}$ ) and Standard Deviation (SD) of Satisfaction of participant in The 6<sup>th</sup> Conference on Logistics and Supply Chain 2023

Variable	$\bar{x}$	SD	Results	Sorting
The staff providing the service	3.77	0.71	High level	3
Expert side	3.68	0.78	High level	5
Registration side	3.84	0.65	High level	2
Service process	3.92	0.85	High level	1
Management style	3.76	0.89	High level	4
<b>Total</b>	<b>3.79</b>	<b>0.60</b>	<b>High level</b>	

From Table 5.2, The results were as follows : the overview that satisfaction scale of participants of The 6th Conference on Logistics and Supply Chain 2023 have high levels. The mean of satisfaction scale are between 3.68 and 3.92 and standard deviation of satisfaction scale are between 0.65 and 0.89, with the highest average of The staff providing the service ( $\bar{x} = 3.92$ , SD = 0.85). The second is Expert side ( $\bar{x} = 3.84$ , SD = 0.65), Registration side ( $\bar{x} = 3.77$ , SD = 0.71), Service process ( $\bar{x} = 3.76$ , SD = 0.89) and Management style ( $\bar{x} = 3.68$ , SD = 0.78)

## DISCUSSION OF RESULTS

The results of the analysis of the satisfaction level of participants in the 6<sup>th</sup> Conference on Logistics and Supply Chain 2023 found that the overview that satisfaction scale of participants of The 6th Conference on Logistics and Supply Chain 2023 have high levels. The mean of satisfaction scale is between 3.68 and 3.92 and standard deviation of satisfaction scale are between 0.65 and 0.89, which is consistent with the research of Pisan Lajai (2563 : 16) stated satisfaction with the 6th Conference on Research and Creative Innovations : 6th CRCI2020 Online, under the topic “Toward Research to Serve Society create innovation Raise the level of quality of life of communities and localities in a sustainable way.” When considering the overall picture, it has found that Project participants are at a good level of satisfaction. and the highest average of the staff providing the service ( $\bar{x} = 3.92$ , SD = 0.85). which is consistent with the research of Kannika Ruchiworachot (2563 : 25) started that from the collection of satisfaction data among service recipients who have transactions with hospitals that accept patients overnight. Satisfaction with the service of the staff provide of the staff providing the service is at the highest level.

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