

Student satisfaction with audiovisual services in the digital age Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University

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Abstract

The purpose of this research is to study: 1) the satisfaction with the audiovisual equipment services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and 2) to compare the satisfaction with the audiovisual equipment services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

This research is quantitative. The sample group consists of students, faculty members, and staff from the Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University, totaling 301 individuals. A quota sampling method was used. The data collection tool was a questionnaire. Data analysis was conducted using percentage, mean, standard deviation, and multivariate analysis of covariance.

Keyword : satisfaction, services, digital

1. Introduction

Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University is an arts institution that combines the fields of visual arts, dance, and music. This is another educational institution of Rajabhat University that has been teaching continuously for more than 30 years. Students and faculty of the faculty Received recognition from various works at the national and international level Currently, there are 6 bachelor's degree programs offered, consisting of 8 subjects, including fashion design and lifestyle products. (Fashion Design) Major: Fashion and Lifestyle Product Design (Lifestyle Product Design) Major: Painting Music major Performing Arts Major (Thai Dance Major) Performing Arts Major (Theatrical Arts and Creative Entrepreneurship), Visual Communication Design and Digital Design and Innovation. The Master of Arts program has 1 program in Performing Arts. (Thai dramatic arts branch and the field of dramatic arts) The Doctor of Philosophy program has 2 programs, the field of performing arts. Department of Visual Arts and Design Since moving its office to the Chaloe Phrakiat 60th Anniversary Mahavajiralongkorn Building (originally 58 Faculty of Fine and Applied Arts Building) in 2009, the Faculty of Fine and Applied Arts has had usable space and various laboratories. has increased to promote and support graduate production. The "Faculty of Fine and Applied Arts Theatre" located within the building has been usefully used for meetings and seminars. Workshop online meeting Learning through online media and various performances by students and outsiders From the beginning until the present, the electronic equipment system has been continuously developed and improved to support students and

faculty, as well as internal and external persons requesting services. Audiovisual work Under the Office of the Dean of the Faculty of Fine and Applied Arts, it is responsible for taking care of various rooms. With the main task of providing services and facilitating those requesting services, which are mostly faculty, personnel, and students, the Audiovisual Education Division recognizes the importance of collecting data on satisfaction with electronic media services, theater, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University This is a job that is included in the regular duties, which will be to report the information studied to the faculty administrators. By presenting satisfaction mainly from students who use the service. Including taking various suggestions from students for approval in allocating budgets for maintenance and purchasing related equipment to support the most efficient use of services.

1.1 Suggestions

Experience information should be provided to the management of the Art College of the Capitol, indicating whether it is sufficient to meet the needs of service users in implementing the purchase plan, facilities and equipment.

1.2 Objectives

1.To study satisfaction with audiovisual equipment services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

2.To compare satisfaction with audiovisual equipment services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

2. Research Methodology

The tool used in this study was a questionnaire as a tool for collecting data. which the researcher created to study the Student satisfaction with audiovisual services in the digital age Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University which is an open-ended questionnaire (Open Ended) is a tool for collecting and analyzed using descriptive statistics and basic statistics, consisting of percentage, finding the mean , standard deviation. The content of the questionnaire was arranged to cover the required information.

Data analysis results

Table 1 Level of Student satisfaction with audiovisual services in the digital age Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University

Evaluation list	Demand level value		
	\bar{x}	SD	level
process side service steps	3.71	0.99	high
Service staff	3.48	0.87	high
Facilities and various equipment	3.29	1.10	moderate
Service quality	3.90	0.89	high
total	3.60	0.96	high

According to Table 1, data analysis reveals that students are study was a questionnaire as a tool for collecting data. which the researcher created to study the Student satisfaction with audiovisual services in the digital age Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. Overall, the highest level of satisfaction is in terms of service quality, followed by service processes. Service personnel, facilities, and equipment

3. Result

The demographic information of the sample group reveals that the majority of the participants are female, accounting for 53.82 percent. Most are 19 years old, representing 30.56 percent. 31.89 percent are studying in their second academic year. The participants are studying in various fields, including Fashion and Lifestyle Product Design (Fashion Design), Visual Communication Design, Music, Performing Arts (Thai Dance), and Performing Arts (Theater and Creative Entrepreneurship), with each field accounting for 12.62 percent. Additionally, there are students in the fields of Fashion and Lifestyle Product Design (Lifestyle Product Design), Painting, and Digital Design and Innovation, each accounting for 12.30 percent.

The satisfaction of students, faculty, and staff regarding the audiovisual equipment services in the digital era at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, was overall rated at a high level, with an average score of 3.59. The majority of the participants were highly satisfied with the quality of service, which received the highest average score of 3.90. This was followed by the service process and procedures, which also received a high level of satisfaction with an average score of 3.71. The service personnel came next with an average score of 3.48, indicating a high level of satisfaction. Lastly, facilities and equipment were rated at a moderate level, with an average score of 3.29

research results

The study on the satisfaction of students, faculty, and staff regarding the audiovisual services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, can be discussed according to the research framework as follows: Gender does not show a statistically significant difference in satisfaction at the 0.05 level. However, age, academic year, and field of study show significant differences in satisfaction with audiovisual services in the digital age at the 0.05 level. The varying ages, academic years, and fields of study of students may lead to different levels of satisfaction. Older age groups and students in higher academic years may use the services more frequently. These services include exhibition displays, seminars, meetings, online conferences, online learning, performances, and more. In terms of fields of study, different programs may assign different tasks to students, leading to varying levels of satisfaction. Students in programs that require more use of audiovisual services tend to report higher satisfaction, while those with less usage may express lower satisfaction. Overall, the satisfaction with audiovisual services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, is influenced by these factors. The average satisfaction level is rated as high, which is consistent with the research by *Prin Chiwchayapakl, Chandej Charoenwiriyaikul, Vichit Suradinkura, Krishna Fongtanakit and Srochine siriwattana (2021)* studied The Quality of Service Affects the Satisfaction of Service Recipients, The Royal Thai Army Shooting Sports Association. This research was using a questionnaire as a tool to collect data with 243 service users of the Royal Thai Army Shooting Sports Association. The statistics were mean, standard deviation, t-test, F-test, and multiple regression analysis. The results of the research showed that 1) Service quality at

a high level When considering each aspect, it was found that it was at a high level in all aspects such as trustworthiness, knowing and understanding customers, customer response, confidence to customers, and concreteness of the service, in orderly. Satisfaction in using the service overall is at a high level. When considering the aspect, it was found that it was at a high level in all aspects. In descending order, i.e., progressive service, ongoing service, the service is fast and timely, terms of providing services equally and adequate service provision, respectively.2) Service users who have the gender and length of membership are different. They had different satisfaction with the service of the Royal Thai Army Shooting Sports Association. And the average monthly income is no different; and3)Service quality the concrete aspect of the service, trust, responsive trust, and confidence with customers affects satisfaction in using the service of the Royal Thai Shooting Sports Association.

The overall satisfaction with audiovisual services in the digital age at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, is statistically significant at the 0.05 level, showing no difference between the covariates and independent variables. This indicates that the entire sample group is highly satisfied with all aspects, including the service process and procedures, as well as the service staff In terms of facilities and equipment, service quality, and satisfaction with facilities and equipment, the research findings highlight the competence and skills of the service personnel. This aligns with the research by Thanyakorn Chuai-tookpuean (2020), who studied "Satisfaction in Using the Zoom Application for the Physics of Waves Course: A Case Study of Students at Suan Sunandha Rajabhat University The research findings revealed that: 1) Overall satisfaction with using the Zoom application for the Physics of Waves course was at a high level and significantly exceeded the established threshold at the 0.05 statistical significance level. When considered by category, the overall usage of the application was at a high level, with the highest average being ease of use and constant communication between the instructor and the learners. The overall teaching and learning experience was also at a high level, with the highest average being the convenience of presenting work through the application. 2) Students of different genders showed significant statistical differences in their satisfaction with using the Zoom application for the Physics of Waves course at the 0.05 significance level.

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