

# The Satisfaction of service lectures toward the Service of Academic Service Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

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## Abstract

The objectives of this research are 1) to study The Satisfaction of service lectures toward the Service of Academic Service Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University 2) to study ways to improve the services provided by the Academic Services Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. This research used both Quantitative research and Qualitative research. Quantitative research analyze by using mean, standard deviation, and qualitative research analyze by using content analysis from documentary study and in-depth interviews Lecturers 44 people

The study results found that: 1. The Satisfaction of service lectures toward the Service of Academic Service Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University found that all revealed an overall high level of satisfaction ( $\bar{x} = 4.82$ , S.D. = 0.38) When analyzed by specific aspects, the highest satisfaction was found in the following order: 1) Service Personnel ( $\bar{x} = 4.89$ , S.D. = 0.28) 2) Overall Service ( $\bar{x} = 4.89$ , S.D. = 0.32) 3) Timeliness ( $\bar{x} = 4.80$ , S.D. = 0.38) 4) Facilities ( $\bar{x} = 4.76$ , S.D. = 0.43) 5) Service Procedures ( $\bar{x} = 4.70$ , S.D. = 0.48)

1. In summary, the satisfaction levels for each aspect are as follows:

1.1 Timeliness : Satisfaction was highest with the service meeting the specified timeframes ( $\bar{x} = 4.86$ , S.D. = 0.34). The next highest satisfaction was with the speed of service ( $\bar{x} = 4.75$ , S.D. = 0.43)

1.2 Service Procedures : The highest satisfaction was with the non-discriminatory service provided before and after ( $\bar{x} = 4.95$ , S.D. = 0.21). The satisfaction level with the communication and information about procedures and service schedules was high ( $\bar{x} = 4.45$ , S.D. = 0.75)

1.3 Service Personnel : The highest satisfaction was with the polite service provided ( $\bar{x} = 4.98$ , S.D. = 0.15). Next in order were the appropriateness of the service staff's attire ( $\bar{x} = 4.91$ , S.D. = 0.29). Willingness and readiness to serve ( $\bar{x} = 4.89$ , S.D. = 0.32) and knowledge and ability to provide service, such as answering questions and clarifying doubts ( $\bar{x} = 4.81$ , S.D. = 0.39)

1.4 Facilities: Satisfaction was highest with the suitability of alternative service channels, such as online systems, ( $\bar{x} = 4.93$ , S.D. = 0.25). The next highest satisfaction was with the provision of advice, assistance, and problem-solving, ( $\bar{x} = 4.86$ , S.D. = 0.34). Satisfaction with the service points and facilities was high, ( $\bar{x} = 4.50$ , S.D. = 0.72).

1.5 Overall Service: Overall satisfaction was high, : ( $\bar{x} = 4.89$ , S.D. = 0.32).

2. Recommendations for Improving the Services of the Academic Services Division, Faculty of Fine Arts, Suan Sunandha Rajabhat University:

2.1 Enhancing Service Points and Facilities: Increase the number of service points, locations, and facilities to better serve faculty members who come to interact and coordinate with the Academic Services Division of the Faculty of Fine Arts.

2.2 Having multiple online communication channels for faculty services, including Line, Facebook Page, E-mail, and E-office, to reduce paper use, streamline processes, and decrease working time.

2.3 Scheduling classes and teaching timetables by the faculty's educational services department, in case of shared classroom usage, by coordinating with department heads to avoid duplication and make efficient use of resources.

2.4 Improving complex work procedures to reduce steps and working time, and informing faculty and students of the updated procedures.

2.5 Requesting a circular resolution from the faculty's academic committee instead of organizing meetings to reduce meeting time, expenses, and resources, and to enhance convenience and speed.

**Keywords:** The Satisfaction, service lectures, Academic Service Department

## 1. Introduction

Suan Sunandha Rajabhat University has the following vision and mission : Vision: A leader in developing professionals for sustainable societal development. Mission (4 Areas): 1) Produce graduates and develop personnel with expertise as professionals who possess ethics and morality. 2) Develop educational management systems, create innovative learning methods, and elevate management practices to international standards. 3) Conduct research and create innovations and creative works at both national and international levels for sustainable utilization. 4) Build networks and provide academic services to drive national strategies.

Core Responsibilities (5 Areas): 1) Produce high-quality graduates who are leaders in their fields. 2) Provide academic services and transfer technology to the community and society. 3) Preserve, develop, and serve as a center for arts, culture, and the conservation of Thai traditions. 4) Conduct research, create innovations, and generate knowledge. 5) Be a university with agile management and focus on involving networks in decision-making processes.

### 1.1 Research Objective

1) to study The Satisfaction of service lectures toward the Service of Academic Service Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

2) to study ways to improve the services provided by the Academic Services Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

## 1.2 Research Methodology

This research used both Quantitative research and Qualitative research. Quantitative research analyze by using mean, standard deviation, and qualitative research analyze by using content analysis from documentary study and in-depth interviews Lecturers 44 people

The data collection process for this study involved seven key steps as follows:

1. The researcher studies relevant concepts, theories, and related research documents to create a framework for the research and to design surveys and interview forms that are appropriate for the content and scope of the study.
2. The researcher submits the survey and interview forms to experts for review and revisions according to the experts' suggestions, ensuring alignment with the research objectives.
3. The researcher finalizes the survey and interview forms to be used for data collection.
4. The researcher collects data by distributing the surveys to academic staff in the Faculty of Fine and Applied Arts and gathers the responses.
5. The researcher analyzes the survey data to determine the level of satisfaction with the services provided by the Academic Service Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.
6. The researcher analyzes the interview data to identify best practices for the services provided by the Academic Service Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.
7. The researcher prepares a research report on the satisfaction with the services of the Academic Service Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, to present and apply the findings for practical use and benefit.

## 2. Results

The results found that the overall satisfaction level was found to be the highest, with a mean of 4.82 and a standard deviation of 0.38. When considered by category, satisfaction levels ranked from highest to lowest as follows: 1) Personnel Providing Services: The satisfaction level was the highest with a mean of 4.89 and a standard deviation of 0.28. 2) Overall Service: The satisfaction level was also high, with a mean of 4.89 and a standard deviation of 0.32. 3) Time: The satisfaction level was very high, with a mean of 4.80 and a standard deviation of 0.38. 4) Facilities: The satisfaction level was high, with a mean of 4.76 and a standard deviation of 0.43. 5) Service Procedures: The satisfaction level was high, with a mean of 4.70 and a standard deviation of 0.48.

Upon further analysis of the subcategories within each aspect, the details are as follows: 1) Time: The highest satisfaction level was found in "Service provided according to the specified time," with a mean of 4.86 and a standard deviation of 0.34. The second-highest was "Speed of service," with a mean of 4.75 and a standard deviation of 0.43. 2) Service Procedures: The highest satisfaction level was found in "Non-discriminatory service before and after," with a mean of 4.95 and a standard deviation of 0.21. Next, "Public relations and providing relevant information regarding procedures and service schedules" had a mean of 4.45 and a standard deviation of 0.75. 3) Personnel Providing Services: The highest satisfaction level was found in

"Polite service," with a mean of 4.98 and a standard deviation of 0.15. Next was "Appropriateness of service provider attire" with a mean of 4.91 and a standard deviation of 0.29, followed by "Willingness and readiness to provide service" with a mean of 4.89 and a standard deviation of 0.32. Finally, "Knowledge and ability to provide service, such as answering questions and clarifying doubts" had a mean of 4.81 and a standard deviation of 0.39. 4) Facilities: The highest satisfaction level was found in "Other service channels, such as online services," with a mean of 4.93 and a standard deviation of 0.25. The second-highest was "Providing guidance, assistance, and solving problems," with a mean of 4.86 and a standard deviation of 0.34. Satisfaction with "Service points and facilities" was also high, with a mean of 4.50 and a standard deviation of 0.72. 5) Overall Service: The satisfaction level was the highest, with a mean of 4.89 and a standard deviation of 0.32.

### 3. Conclusion

The Study Results on the Satisfaction of service lectures toward the Service of Academic Service Department of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. When considered by category, the overall satisfaction level was found to be the highest.

The study identified several suggestions for improving the services of the Academic Service Department as follows:

**1. Increase Service Points, Facilities, and Amenities:** There should be more service points and better facilities to serve faculty members of the Faculty of Fine and Applied Arts who need to visit and coordinate with the Academic Service Department. These services include the provision of teaching materials and equipment, access to computers for work through systems or information search, document copies, a designated place for handling documents related to student admission exams, and document signing, among others.

**2. Establish Multiple Online Communication Channels:** The Academic Service Department should provide various online communication channels for interaction between staff and faculty, such as Line, Facebook Pages, E-mail, etc.

**3. Shift to Online Document Submission:** Transition from paper-based systems to online submissions for academic-related documents such as curriculum, timetables, grade submissions, student admission documents, and academic performance reports. These can be submitted through platforms like Line, Facebook, E-mail, E-office systems, etc. This is in line with the Suan Sunandha Rajabhat University's strategy of becoming a digital university as stated in its policy to develop personnel with digital skills and the ability to adapt to digital transformations. It also supports infrastructure and technology development for teaching, research, and organizational management.

**4. Centralized Class Scheduling:** For classes that use shared spaces, each department should submit the courses and room usage requests to the Academic Service Department to prevent scheduling conflicts and ensure efficient use of shared resources. This aligns with the university's goal of developing educational management systems to meet international standards and promote digital university goals, which include creating hybrid learning environments.

**5. Simplify Complex Administrative Processes:** In cases where faculty members need to submit documents for review and approval, the process should be streamlined to reduce delays and complexity. Efforts should be made to simplify procedures and reduce processing time.

**6. Direct Communication and Regular Follow-up:** For certain issues, the Academic Service Department should engage in direct communication with individual faculty members, advisors, and department heads to minimize conflicts and ensure smooth coordination.

**7. Clarify Work Procedures:** In cases where the Academic Service Department's procedures are complex, clear instructions should be provided to both faculty and students. These steps should be continuously updated to reflect current practices.

**8. Use Circular Motions Instead of Meetings:** Replacing meetings with circular motions could reduce time, costs, resources, and increase efficiency. This practice has already proven beneficial in the Academic Service Department.

These suggested improvements align with the concept of service users and stakeholders as outlined by the Bureau of Administrative Reform (2008). According to this concept, service users refer to those receiving direct services from government agencies or through other communication channels, including government officials. Stakeholders are those impacted by government operations, either positively or negatively, such as the public, local communities, government personnel, service providers, and service users. In accordance with the research on Pongsena S, (2019). which studied the satisfaction of service users Student satisfaction towards instruction at Suan Sunandha Rajabhat University. Forecasting is the use of the forecaster's current knowledge and judgment to predict future events based on systematically collected past data. Pongsena S, (2020) Therefore, it is necessary to collect data from the past year to use in forecasting.

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