

Satisfaction Of Lecturers With Staff Services, General Department, Faculty Of Fine And Applied Arts, Suan Sunandha Rajabhat University

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Abstract.

The research title was Satisfaction of Lecturers with Staff Services, General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. This study aimed 1) to study satisfaction level of lecturers with staff services, General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University and 2) to study the problems and suggestions of lecturers with staff services, General Administration Department, Faculty of Fine and Applied Arts as a guideline to improve the service to be able to satisfy more satisfied service users.

The samples of this study were 46 lecturers. The research instrument was the questionnaire to collect data. The data from the questionnaire were analyzed quantitatively for descriptive statistics such as average and standard deviation.

The research results were as follows:

The research result showed that lecturers contacted staff for services at General Administration Department, Faculty of Fine and Applied Arts that the satisfaction of all staff services in all departments was at the highest level ($\bar{x} = 4.77$, S.D. = 0.413).

In contrast, the satisfaction of each staff services showed that lecturers had the satisfaction of information technology (IT) was at the first highest level ($\bar{x} = 4.81$, S.D. = 0.383), human resources was at the second highest level ($\bar{x} = 4.80$, S.D. = 0.397), general affairs was at the third highest level ($\bar{x} = 4.77$, S.D. = 0.419), and public relations was at the fourth highest level ($\bar{x} = 4.72$, S.D. = 0.454).

Keywords: satisfaction, service, statistics

1. Introduction

The Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University prioritizes supporting teaching and learning by providing essential facilities, staff services, and adequate resources such as venues, tools, and equipment. These elements play a significant role in enhancing lecturers' satisfaction. Staff members are expected to possess knowledge, skills, and expertise in their roles, as well as the ability to assist, provide guidance, and deliver high-quality services through well-structured procedures.

This study aims to explore the satisfaction of lecturers with the services provided by staff members of the General Administration Department at the Faculty of Fine and Applied Arts,

Suan Sunandha Rajabhat University. The research investigates factors influencing lecturer satisfaction and the overall satisfaction levels of service recipients. The researcher anticipates that the findings of this study will benefit staff members and the administration of the Faculty of Fine and Applied Arts by offering actionable insights to improve service quality, thereby increasing user satisfaction. Furthermore, the results will serve as a valuable resource for administrators to understand the satisfaction levels of service users, enabling continuous enhancement of service quality to meet the needs of lecturers and achieve maximum satisfaction.

1.1 Research Objectives

1. To study the level of satisfaction among lecturers regarding the services provided by the staff of the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

2. To identify problems and gather suggestions from lecturers concerning the services of the General Administration Department, Faculty of Fine and Applied Arts, and use these insights as a framework to improve service quality, ensuring increased satisfaction among service users.

2. Literature review

Concept of Satisfaction

Satisfaction refers to the level of positive feelings that individuals have toward a particular object or experience. In the context of service delivery, customer satisfaction is regarded as a crucial indicator of organizational performance, as it reflects customers' positive emotional responses toward services received. Such satisfaction arises from an evaluative comparison between the actual service performance experienced by customers and their prior expectations. When the perceived service meets or exceeds expectations, satisfaction is likely to occur at varying levels (Krasaesin et al., 2022).

Moreover, satisfaction is not a singular or generalized feeling but can be examined through multiple dimensions, including satisfaction with service systems and procedures, the service environment, service quality, service duration, convenience of service access, and the characteristics and behavior of service personnel. These components collectively influence customers' perceptions and judgments of service effectiveness and quality (Krasaesin et al., 2022).

Factors Contributing to Service Satisfaction

Factors influencing service satisfaction can be classified into two main categories: those related to service providers and those related to service recipients (Junnuan & Kleebbuabarn, 2025). According to Krasaesin et al. (2022), service providers' satisfaction plays a fundamental role in enabling organizations to achieve their operational objectives effectively. Key contributing factors include job security and safety, which foster trust and confidence; opportunities for career advancement; appropriate wages and income; favorable working conditions and effective supervisory management; job characteristics that align with individual knowledge and competencies; fringe benefits such as bonuses, pensions, and leave; social recognition of one's occupation; personal factors such as age, length of employment, attitudes, and educational background; as well as recognition and praise for service performance.

In addition, customer satisfaction is a critical determinant of service success and should be evaluated based on various aspects. These include customers' personal characteristics, such as age, attitudes toward service, educational level, and occupation. Service-related factors also play a significant role, particularly service speed, which is essential for enhancing satisfaction. Effective public relations and clear communication regarding service procedures and outcomes contribute to positive customer attitudes. Furthermore, service systems should operate under clear and consistent rules and procedures to ensure rational acceptance by service recipients. Equity and fairness in service provision are also vital, as customers expect equal treatment without discrimination. Positive interactions between service providers and recipients, including courteous communication and appropriate guidance, enhance customer perceptions. Finally, the accuracy, reliability, and credibility of service information significantly influence customer satisfaction levels (Krasaesin et al., 2022).

3. Methodology

Participants

Populations of this research consisted of 51 lecturers of Faculty of Fine and applied Arts, Suan Sunandha Rajabhat University. The sample group consisted of 46 samples.

Research Instrument

The research instrument used in this study was a questionnaire designed to assess the satisfaction of lecturers with the services provided by staff in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. The questionnaire consisted of three sections as follows:

Section 1: General Information This section collected general information about the respondents through three questions: 1) Position, 2) Field/discipline of expertise, and 3) Duration of service.

Section 2: A questionnaire on lecturers' satisfaction with the services provided by staff in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, covers four areas of service as follows: 1) Administrative tasks, 2) Human resources, 3) Public relations, and 4) Information technology (IT). Each service area includes five aspects of satisfaction as follows: 1) Appropriateness of service procedures, 2) Speed of service delivery, 3) Courtesy of staff, 4) Adequacy of facilities, and 5) Quality of guidance, assistance, and problem-solving

Section 3: A questionnaire on problems and suggestions from respondents regarding service improvements by staff in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. This section uses open-ended response questions, allowing respondents to provide detailed written feedback.

Questionnaire was created in the form of 5-rating scale questionnaire with the following satisfaction rating (Tonsakulchaisanti, 2019).

5 points with mean ranged from 4.51 – 5.00 referred to satisfaction in the highest level.

4 points with mean ranged from 3.51 – 4.50 referred to satisfaction in high level.

3 points with mean ranged from 2.51 – 3.50 referred to satisfaction in moderate level.

2 points with mean ranged from 1.51 – 2.50 referred to satisfaction in low level.

1 point with mean ranged from 1.00 – 1.50 referred to satisfaction in the lowest level.

4. Results

The data from the questionnaire were analyzed quantitatively for descriptive statistics such as percentage, average, and standard deviation.

Table 1: Mean and Standard Deviation of Overall Lecturer Satisfaction with Staff Services in the General Administration Department, Faculty of Fine and Applied Arts

Lecturer Satisfaction with Staff Services in the General Administration Department, Faculty of Fine and Applied Arts	\bar{X}	S.D.	Satisfaction Levels	Rank
1. Administrative Tasks	4.77	0.419	Very High	3
2. Human Resources	4.80	0.397	Very High	2
3. Public Relations	4.72	0.454	Very High	4
4. Information Technology (IT)	4.81	0.383	Very High	1
Overall Mean	4.77	0.413	Very High	

Table 1: Mean and Standard Deviation of Overall Lecturer Satisfaction with Staff Services in the General Administration Department, Faculty of Fine and Applied Arts Overall, lecturers expressed the highest level of satisfaction with staff services, (\bar{x} = 4.77, S.D. = 0.413) across all tasks. When considering individual tasks, the majority of lecturers were most satisfied with Information Technology (IT) services, which ranked first, achieving the highest satisfaction level (\bar{x} = 4.81, S.D. = 0.383). This was followed by Human Resources, which ranked second, also at the highest satisfaction level (\bar{x} = 4.80, S.D. = 0.397). Administrative Tasks ranked third, maintaining a high satisfaction level (\bar{x} = 4.77, S.D. = 0.419). Finally, Public Relations services ranked fourth, achieving a high satisfaction level (\bar{x} = 4.72, S.D. = 0.454), respectively.

5. Discussion

The research findings revealed that the overall satisfaction of lecturers with the services provided by staff in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, was at the highest level (\bar{x} = 4.77, S.D. = 0.413) across all tasks. When analyzing individual tasks, the results showed the following rankings: Information Technology (IT) services ranked first, achieving the highest satisfaction level (\bar{x} = 4.81, S.D. = 0.383). Human Resources services ranked second, also at the highest satisfaction level (\bar{x} = 4.80, S.D. = 0.397). Administrative Tasks ranked third, maintaining a high satisfaction level (\bar{x} = 4.77, S.D. = 0.419). Public Relations services ranked fourth, achieving a high satisfaction level (\bar{x} = 4.72, S.D. = 0.454). These findings were consistent with the research of (Miss Thitapa Thongchai, 2021) who studied on Teachers' Satisfaction towards the Service of Academic Position Assignments of the Personnel Management Division of the Rajamangala University of Technology Thanyaburi. Findings of such research revealed that:

1) Teachers' overall satisfaction towards the service of academic position assignments of the Personnel Management Division of the Rajamangala University of Technology Thanyaburi was in high level ($\bar{x}=4.17$, S.D. =535). Dimensions with the high satisfaction level were ordered as follows: service staffs ($\bar{x}=4.42$, S.D. =562) followed by service procedures ($\bar{x}=4.19$, S.D. =619), facilities ($\bar{x}=4.06$, S.D. =685), and service channels ($\bar{x}=4.01$, S.D. =653). This finding was consistent with the research conducted by Junnuan and Kleebbuabarn (2025), who studied *Satisfaction with Service Quality at the Planning and Quality Assurance Division, Faculty of Management Science, Suan Sunandha Rajabhat University*. The findings revealed factors influencing overall satisfaction among faculty members, administrative staff, and students.

Therefore, organizations should establish policies for service quality development to continuously enhance personnel service quality and strengthen their ability to respond to users' needs, leading to ultimate satisfaction. This is considered an important basis for formulating organizational policies and plans for personnel development in order to promote effective service provision.

In addition, staff mindset should be developed and adjusted to improve service efficiency, together with service follow-up and evaluation systems. User satisfaction with services should also be assessed continuously to gather feedback on areas requiring improvement. Furthermore, data should be systematically developed and utilized to enhance service efficiency.

6. Conclusion and Recommendation

Lecturer Satisfaction with Staff Services in the General Administration Department, Faculty of Fine and Applied Arts Overall, lecturers expressed the highest level of satisfaction with staff services, ($\bar{x}=4.77$, S.D. =0.413) across all tasks. When considering individual tasks, the majority of lecturers were most satisfied with Information Technology (IT) services, which ranked first, achieving the highest satisfaction level ($\bar{x}=4.81$, S.D. = 0.383). This was followed by Human Resources, which ranked second, also at the highest satisfaction level ($\bar{x}=4.80$, S.D. = 0.397). Administrative Tasks ranked third, maintaining a high satisfaction level ($\bar{x}=4.77$, S.D. = 0.419). Finally, Public Relations services ranked fourth, achieving a high satisfaction level ($\bar{x}=4.72$, S.D. = 0.454), respectively.

In this research, the researcher provided 2 recommendations for further research in the future as follow,

1. Satisfaction level between lecturers and students in the light of comparison should be studied.
2. Further research should be conducted with populations and samples with diversity.

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