# THE GUIDELINE OF THE SATISFACTION TO THE PERFORMANCE APPRAISAL SYSTEM DEVELOPMENT: HUMAN RESOURCE COLLEGE OF LOGISTICS AND SUPPLY CHAIN.

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## ABSTRACT

The objectives of this research are 1) to study the level of personnel satisfaction towards service quality of HR in Colleges of logistics and supply chain, Suan Sunandha Rajabhat University. 2) To study the guidelines for improving the service quality of HR in Colleges of logistics and supply chain, Suan Sunandha Rajabhat University. The population of this study is 70 people, who are regular personnel of the College of Logistics and Supply Chain.

The results found that 1) service process factor, the overall of the service has an average value about 4.51 and S.D. = 0.81, which is considered individually. Equality service was obtained greatest level satisfied, which were arranged according to the first in first serve. Nevertheless, clarity in explaining, explaining and services process providing that obtained lowest level satisfied. 2) Personnel performance, the overall performance of personnel has an average about 4.39 and S.D. = 0.73. When considering each factor such as polite talk, beaming, friendly, giving advice, explaining and answering questions clearly and directly that obtained lowest level satisfied. 3) Quality of service, the overall of service quality has an average about 4.24 and S.D. = 0.70. When considering each factor such as notification, response to service request and receive services as requirement that obtained lowest level satisfied.

From this research's result has given the evaluation of satisfaction level in order to contribute to the development and improvement of performance to be effective. However, this study has not focus or conducted surveys and collected effective data.

**Keywords**: Development, satisfaction, operation

## INTRODUCTION

The responsibility of the educational institution is not only to provide education, it also to improve the service quality in order to be a quality agency, to impress and create satisfaction for students or service users. Therefore, improving the service quality is one of the most necessary methods for human resource management to be effective and able to meet the user's needs, faculty, personnel, internal and external departments. Higher education institutions provide services related to higher education. The University has always been committed to performing its duties as a tertiary institution, whether it is educational services

academic promotion and higher education, teaching, research, and academic services to society and the preservation of arts and culture. The college pays attention to every part of the work relating to the college in every aspect. As can be seen, the college has stipulated the study of the student satisfaction level to the college, which is part of the indicators of student satisfaction towards the operation of the college from service providers, if the service providers can provide services that meet the user's needs or create services associated with a higher service level, which is expected to result in the service quality that make the clients' satisfaction. Moreover, to create service satisfaction must meet the customer's expectations, which is a matter of the mind may be expressed directly by the words to the client. There is attention to the visitors and gives equal importance to everyone with a polite attitude. Therefore, perceiving the expectation of the client is even more important because it will be able to meet the needs of the client to be satisfied.

Therefore, the human resource of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University is responsible for personnel, recruitment, employee benefit, human resource development, draft – send an official document, certificate, time attendance work, evaluation of civil service performance and facilitates personnel work for faculty personnel involved and beneficial to the administration of the college. To create awareness and expectations of clients, it is important because it will be able to respond to the customer's needs to be satisfied with the work of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University that performs duties responsible for providing personnel services.

## OBJECTIVE

1. To study the personnel satisfaction with the service quality of human resource, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.
2. To study guidelines for improving service quality of human resource, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

## METHODOLOGY

**Population and sample groups**
The academic and support staff at the CLS, SSRU are population and samples of this research with 58 academic staff and 28 support staff.

**The research tools**
1. This research is quantitative research that to study the personnel satisfaction level with the service quality of human resource in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. Therefore, find the guideline for improving the service quality of human resource in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. In order to, improve the service quality of human resource in the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.
2. Questionnaire is research tools for collecting data and the statistics used for data analysis are frequency, percentage, mean, standard deviation.
3. Scope of concepts and theories, the researcher has applied the theoretical concepts related to research creation, factors and problems including the research creation process. To improve the qualities enhance the potential of human resource, College of Logistics and Supply Chain, which is good for internal personnel and the organization.

Data analysis

1. Editing, the questionnaire with completed assessment forms are taken and separating incomplete assessment forms.

2. Coding, the questionnaire with complete answers are entered predefined codes.

3. Data processing, analyze statistical data by using a computer to process data to calculate statistical values from SPSS / PC (Statistical Package for the Social Sciences).

Validation of the Tests

1. Validity, this study is carried out by 3 experts, which there are inspections. The study takes the result of the examination to find the IOC (Index of Item Objective Congruence) from the formula $IOC = (\Sigma R) / N$, where $\Sigma R$ equals the sum of conformity and N equals the number of experts. The applicable correspondence value is greater than 0.5.

2. Reliability, after the students improved the instrument, the researcher applied the modified test to a small sample of 20 people. After that, the researcher calculated the alpha values by using statistical software packages.

## RESULTS

Questionnaire is research tool for collecting data with a sample of 70 persons. Regarding the respondent's status, it is found that the majority of the samples are 38 females, 54.29% and 32 males, 45.71%.

The age of the respondents found that most of the respondents are 44 of 31-40 years old, 44.86% then 41-50 years old, less than 30 years, and up to 51 years old, 18.57%, 11.43% and 7.14%, respectively.

The work experience found that most of the respondents are 32 persons of 4-6 years, 45.71% then 1-3 years, 7-9 years, and up to 10 years, 28.57%, 17.14% and 8.57%, respectively.

The highest educational found that most of them are 33 persons have a master's degree, 47.14%, then 20 persons of bachelor's degree, 28.57%, 15 doctors, 21.43% and 2 persons less than a bachelor, 2.86%.

The type of service recipients found that most of them are 38 support personnel, 54.29% then 28 academic personnel, 40.00% and 4 executives, 5.71%.

The number of receiving services times / month is found that most are 4-5 times per month, 47.14%, 1-3 times, 30.00% and more than 5 times, 22.86%.

An overview, the personnel satisfaction with the service quality of human resource in College of Logistics and Supply Chain for all aspects are at the high level (the average is 4.38). When considering in each aspect, it is found that the customer's satisfaction in all 3 aspects (the average is in the range of 4.24-4.51) are being satisfied at the highest service, personnel and service quality respectively (average is 4.51, 4.39 and 4.24 respectively).

Service process / process is at the highest level (the average is 4.51) and when considering each item, it is found that the service process satisfaction is at the high level in every item (the average is in the range of 4.39-4.72). By the process ordering with 3 services are the service with equality in the first in first serve, the service processes are smooth, not complicated and the duration, the service is appropriate and fast (average is 4.72, 4.50, 4.48, respectively). However, the convenience of communication, clarify explanation and recommend are at the lowest service when compared to other items (the average is 4.46 and 4.39).

Personnel are at a high level (the average is 4.39). When considering each item, it is found that personnel satisfactions are at the high level of every item (average in the range of 4.28-4.46). By 3 personnel ranking are (1) polite, smiling, cheerful and friendly, (2) perform duties carefully and (3) dress appropriately and politely to make the performance acceptable and reliable (the average is 4.46, 4.43, and 4.41, respectively). In this regard, the personnel

provide advice, explain and answers questions clearly and to the point. As well as, perform duties carefully is at lowest level when compared to other items (the average is 4.28 and 4.37).

Service quality is at high level (the average is 4.24). When considering each item, it is found that the service quality satisfaction are in the high level (average in the range of 4.22 - 4.46). By the 3 levels of service quality, which are quick notification / response to service requests, receive service in time and listen to comments and suggestions on services (the average is 4.46, 4.33 and 4.30, respectively). Overall satisfaction level and receive the service that meets the needs at the lowest when compared to other items (average is 4.22 and 3.89).


## CONCLUSION AND FUTURE WORK


Most of the respondents are between 31-40 years old. Work experiences of the respondents are 4-6 years. Educational is master's degree with supporting personnel. Overall, the personnel satisfactions towards the service quality at College of Logistics and Supply Chain in all aspects are in the high level. In terms of service process / process, which is to provide the service with equality by first in first serve, the service processes are efficient, not complicated, and the service duration is appropriate, fast.

Personnel are speaking politely; smiling brightly and friendly, perform duties and dress politely and appropriately to make the performance acceptable and reliable. The service quality there is a notification / response to service requests quickly; receiving services in time, listen to comments and suggestions on the service. This is consistent with the research of Natthaphong Decharatanaset (2017) conducted a research study on the perception of service quality and satisfaction toward the behavior of taxi meter usage of consumers in Bangkok, which found that consumers who difference in gender, education and monthly income that have behavior of using taxi meter in terms of frequency used per month and the cost of using services per month is different. Service quality for providing confidence to customers and satisfaction that affects the taxi meter usage behavior in terms of frequency used per month and service quality in response to customers and satisfaction affecting the behavior of using taxi meter and the cost of using the service per month.

**Suggestion**
1. The comment box should be installed to provide comments and suggestions about the service in a clearly visible in order to continuously improve the opinions of users.

2. Service process focuses on immediate response and attention, which provide knowledge about "service mind" to personnel and the speed of document delivery relations between organizations.

3. Personnel should have a plan to develop staff that provides services to raise awareness. In order to have a good attitude towards service and able to respond the customer's needs in a timely and efficient manner.

4. Service quality should establish a work manual of all parties and other aspects regarding the service.

5. Suggestions on service quality development

5.1 Physical appearance: name-surname, responsibility, and contact number should be provided, operation map and time can be specified. Add a chair to sit and wait for the place to be organized.

5.2 The ability to access and use services easily is one part that will make the clients get comfortable. Should have information distribution Publicize thoroughly or allow clients to use the service via the internet.

5.3 Accuracy facilitating and solving problems for clients In addition to having to do it quickly, it must also be accurate.

**Future research**

1. There should be a study of the service quality strategy of development at the College of Logistics and Supply Chain.

2. There should be a study of current conditions and desirable conditions and the need assessment of the personnel service quality at College of Logistics and Supply Chain.

3. There should be a study of the preparation of the plan to improve the personnel service quality and the evaluation of work performance in accordance with the plan to improve the service quality of personnel at College of Logistics and Supply Chain.

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