SATISFACTION IN PROVIDING ONE-STOP SERVICE CENTER, COLLEGE OF LOGISTICS AND SUPPLY CHAIN NAKHONPATHOM EDUCATION CENTER.

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ABSTRACT

The purpose of this research was to study the satisfaction of undergraduate students in using the service at the one-stop service center, College of Logistics and Supply Chain Nakhonpathom Education Center Suan Sunandhan Rajabhat University. Students were classified by gender, age, class, year of study and the type of service received in 4 areas, service providers, service platform, service system, and service location. The sample group was the student of the college. The tools that the researcher use to collect this information was a 5-level rating scale questionnaire. The statistics used for data analysis were the percentage, average score, standard deviation, T-test, one-way analysis of variance (ANOVA). The results of the research were as follows (1) the overall students' satisfaction with the college service providers was at a high level. When considering each item separately found that students were satisfied with the staff's advice about documents evidence that must be used appropriately, followed by the officer can serve the information effectively (2) the overall students' satisfaction with the college service platform was at a high level. When considering each item found that students were satisfied with the availability of service facilities recipients effectively, such as a request document, in the case that the service recipient receives a delay and understand effectively for students with the least satisfaction in using the service that had a modern service with information technology (3) the overall students' satisfaction with the college service system was at a moderate level. When considering each item, it was found that students were satisfied with the complete service system for all needs and had a queue system for before – after service. While the least students satisfaction was at the identified service stage. (4) The overall students' satisfaction with the college service location was at a high level. When considering each item found that students were satisfied with the appropriate service.

Keywords: Satisfaction, One-stop Service Center, College of Logistics and Supply Chain

INTRODUCTION

At present, the College of Logistics and Supply Chain has opened a bachelor's degree, master's degree and Ph.D. degree which is considered the first College of Logistics and Supply Chain of all Rajabhat University. Currently, there are more than a thousand students and to say that in the future there will be a large number of additional students. In order to operate in a highly competitive era to produce graduates to meet the needs of the establishment completely. The college must try to strive to create excellence in all areas for the graduates. It is extremely important for every staff to help in driving the college to continue in the future (Academic Department College of Logistics and Supply Chain, 2017)

Academic work is considered the heart of the college, which is an important element to make the institution run smoothly due to academic work related to the curriculum of educational management and teaching, learning including service that gives advice to students. The aims of the college are providing quality education to support the learners to achieve the goals of their education effectively, which depends entirely on academic work as the researcher practicing in academic studies Of College of Logistics and Supply Chain. Therefore the researcher interested in studying the satisfaction of students in using the one-stop service center.

RESEARCH OBJECTIVE

1. To study the satisfaction of the one-stop service center, College of Logistics and Supply Chain Nakhonpathom Education Center Suan Sunandhan Rajabhat University
2. To improve the one-stop service to be more efficient

LITERATURE REVIEW

Maslow's hierarchy (1943) of needs theory demonstrates the hierarchical theory of human needs. The essence of this theory is that humans have always endless needs. When any needs are met, other needs will replace this process without end and from birth to death, responsive needs are no longer the motivation for behavior, and human needs are in the hierarchy of needs. A high level of demand calls for an immediate response there are 5 levels.

1. Physiological needs are the basic needs of humans and are the most essential thing for a living. If the body has responded, life can be sustained. These needs are food, clothing, housing, and medicine.
2. Safety and Security needs are needs regarding security and security from physical and mental hazards.
3. Social needs when the first 2 needs are met, social needs will replace such as the need to participate and accepted and love from colleagues.
4. Esteem needs are the needs of honor and dignity, such as being regarded by society, self-confidence, success knowledge, self-esteem independence, freedom, outstanding, and having a high position in the organization
5. Self-actualization needs, this level of desire is the desire to achieve fulfillment according to ideology, progress use of knowledge ability, full potential, and completeness in life. For example, women want to be the ideal mother men want to be executives etc.
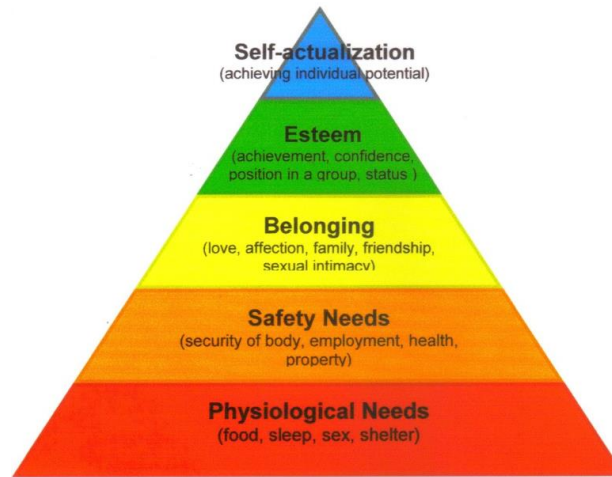
Figure 1. A Theory of Human Motivation, A.H. Maslow, 1943

Service quality is used to measure service excellence. Oliver (1981) believed that it is different from satisfaction level. And it is continuous evaluation of an event by customers. On the other hand, satisfaction level is a temporary response to an event by customers. A conceptual model of service quality suggested by Parasuraman et al. (1985) encompassed 10 elements which was considered the most completed and accepted. However, it is also too complicated to be measured. Thus, it was modified to include only 5 factors, i.e. tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al. 1988). Wakefield (2001) also mentioned that service quality is the difference between customers' service expectation and perceived service. We defined service quality of transportation as the subjective perception during the service process including ticket selling, riding, and arriving destination. Customer satisfaction is the subjective perception after transportation service process.

According to Parasuraman et al. (1988), service quality can be defined as an overall judgment similar to attitude towards the service and generally accepted as an antecedent of overall customer satisfaction (Zeithaml and Bitner, (1996). Parasuraman et al. (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. It is the difference between customer expectations of service and perceived service (Zeithaml et al., 1990). Perceived service quality results from comparisons by customers of expectations with their perceptions of service delivered by the suppliers (Zeithaml et al., 1990). If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis and Mitchell, 1990).

Service quality can be defined in a number of ways but one of the most popular is "a comparison between the expected service and the perceived service (Gronroos, 1984).

Carolina Camén (2010) study the "Service quality on three management levels; A study of service quality in public tendering contracts." The aim of this paper is to deepen the understanding of how service quality factors are stipulated in advance within contracts, in order to ensure the providing of a high-quality service to the user, when the service is contracted out to an external partner. It aims to identify, describe, and analyse the service quality descriptions included in contracts. The study highlights that service quality factors in formal procurement contracts can be related to three interdependent management levels: the rhetorical level, the strategic level, and the operational level, in each of which the factors are described differently.

Shirshendu Ganguli and Sanjit Kumar Roy (2010) study the "Service quality dimensions of hybrid services." This paper aims to identify the dimensions of service quality in the case of hybrid services. The paper identifies nine service quality dimensions in the hybrid services - customer service, staff competence, reputation, price, tangibles, ease of subscription, technology security and information quality, technology convenience, and technology usage easiness and reliability.

Lovelock (1994) explained the service delivery and perceived service, according to the responses of focus group participants, the judgments of high and low service quality depended on how consumers perceived the actual service performance in the context of what they expected, and showed the expected service-perceived service gap. After the gaps modeling, the determinants of service quality that consumers used when interpreting the quality were described. The ten service quality determinants and their descriptions have been identified for excellence as shown in Table 1 (Parasuraman et al., 1985; Ayasanond C. 2018)

Jarasphan Phennapha (2014), the study of customer satisfaction with the service quality of the customer service center, G-NET mobile service center, Chanthaburi. The results showed that the majority of the respondents were female, age under 20 years, graduated from secondary education. The average monthly income was less than 10,000 baht and was employed as an employee. The results of the customer satisfaction analysis of the service quality of the Customer Service Center, G-NET mobile service center, Chanthaburi, found that the overall picture was at a high level. When considering each aspect, found that customers were satisfied first was the aspect of giving confidence to clients at a high-level. Next was sympathy for clients at a high level. The concrete aspects of the service were at a high level, reliability, trust in service is high. And finally responding to consumers was at a high level, respectively. The hypothesis test found that customers with different levels of education, occupation, and income satisfied with the service quality had not different for customers who had gender and different age. There were differences in satisfaction with service quality.

Sudprasert Kittiamphol & Kwanmuang Sarayuth (2018), studied the satisfaction of the employees towards the organization of CPF Trading Co., Ltd. found that most of the samples were male, aged between 30-35 years, bachelor's degree or equivalent. The average monthly income was in the range of 10,001-20,000, working-age was between 1-5 years. The overall employee satisfaction with the organization was at a high level.

Table 1: The ten service quality determinants for excellence

1.Reliability	Consistency of performance and dependability, accuracy in billing, keeping records correctly, performing the service right at the designated time.
2.Responsiveness	Willingness or readiness of employees to provide service, timeliness of service such as mailing a transaction slip immediately, calling the customer back quickly, giving prompt service.
3.Competence	Possession of the required skills and knowledge to perform the service, knowledge and skill of the contact and support personnel, research capability of the organization.
4.Access	Approachability and ease of contact, the service is easily accessible by telephone, waiting time to receive service is not extensive, convenient hours of operation, convenient location of service facility.

5.Courtesy	Politeness, respect, consideration, friendliness of contact personnel, consideration for the consumer's property, clean and neat appearance of public contact personnel.
6.Communication	Keeping customers informed in language they can understand and listening to them, explaining the service itself and its cost, assuring the consumer that a problem will be handled.
7.Credibility	Trustworthiness, believability, honesty, company reputation, having the customer's best interests at heart, personal characteristics of the contact personnel.
8.Security	Freedom from danger, risk, or doubt, physical safety, financial security, confidentiality.
9.Understanding/knowing the customer	Understanding customer needs, learning the customer's specific requirements, providing individualized attention, recognizing the regular customer.
10.Tangibles	Physical evidence and representations of the service, other customers in service facility.

RESEARCH METHODOLOGY

This research was a quantitative research and data collection by questionnaires. Sample used in this research determine the sample regardless of probability (nonprobability sampling) with 340 simple sampling is from the undergraduate students who came to use the one-stop service center, College of Logistics and Supply Chain Nakhonpathom Education Center Suan Sunandhan Rajabhat University. By using Taro Yamane's prepared table according to the recipe with the likelihood of error tolerance 0.05. Researcher had defined the characteristics of the tools used to collect data and construct the tools used in this research. Questionnaires had been developed based on objectives and conceptual frameworks of research.

Researcher had created tools to collect data. The steps were as follows

- Study concepts and theories from academic papers, textbooks, websites, and related research of similar nature to bring information from various sources as a guideline to create a questionnaire.

- Analyze the objectives, content and structure of the research to determine the guidelines and scope of the questionnaire.

- Create a draft questionnaire, by defining the scope and scope of the question in accordance with the objectives of the research.

Bring the draft questionnaire to the advisor for review, consideration and correction, and provide the experts with knowledge and experience in tourism transportation service. By statistics research and consider the questionnaire for 3 persons to review and make further recommendations. As well as content validity, understanding and using the language to evaluate the results of the decision to find the Index of Item Objective Congruence (IOC).

- Complete a complete questionnaire for use in the research sample.

The researcher selected the questions with the IOC value of over 0.6 as a question. As well as improving the questionnaire was clear and comprehensive for the purpose of this research. The researcher used a questionnaire that was subjected to expert review and tried out the sample with the similarity to the sample with the similar characteristics.

The data analysis was a statistical computer analysis program. Compare the difference between the personal data of the sample, the mean and standard deviation of the opinions on the management of the tourism logistics service model, using T-Test and One Way ANOVA.

RESEARCH RESULT

Found that all 340 respondents, most of whom were 245 female students, representing 72.05 percent. The remaining were 95 male students, representing 29.95 percent, were students of various disciplines as specified by the sample size most of them are the third-year student, representing 42.65%, followed by first and second-year students in the category of services found that the students used the service to add-withdraw the most courses

The overall satisfaction toward the one-stop service center for the personnel or service providers overall was at a high level ($\bar{x} = 4.58$), when considered individually found that the students were satisfied with the staff giving advice and counseling about documents evidence that must be used appropriately ($\bar{x} = 4.88$), followed by staff can provide efficient information ($\bar{x} = 4.75$), for the items that the students were satisfied with the least use staff were sufficient for service at a moderate level ($\bar{x} = 3.98$) respectively.

The overall students' satisfaction with the college service platform was at a high level ($\bar{x} = 4.45$) when considering each item found that students were satisfied with the availability of facilities to service recipients effectively, such as petition documents ($\bar{x} = 4.85$), followed by some cases where clients not completed or delayed you have to continue to complete the work and had clarification can understand effectively ($\bar{x} = 4.84$), for the items that the students are satisfied with the least service is having a modern service model with information technology moderate level ($\bar{x} = 3.85$).

The overall students' satisfaction with the college service system was at a moderate level ($\bar{x} = 3.82$). When considering each item, it was found that students were satisfied with the complete service system for all needs ($\bar{x} = 3.96$), and had a queue system for before – after service ($\bar{x} = 3.70$. While the least students satisfaction was at the identified service stage ($\bar{x} = 3.82$).

The overall students' satisfaction with the college service location was at a high level ($\bar{x} = 4.05$). When considering each item found that students were satisfied the location of the service was appropriate for the location of the office at the very high level ($\bar{x} = 4.20$), followed by the place of service. The service recipients are able to contact appropriately at a high level ($\bar{x} = 4.00$) in the least use of the service the seating facility that was waiting was convenient and sufficient, was at a medium level ($\bar{x} = 3.95$)

CONCLUSION AND FUTURE WORK

The college should create a diagram showing the process of the service, for example, submitting a request form. Submitting an official document requesting a consultation including document delivery signatures should be sent every time to prevent the loss of documents in order to be convenient and accurate for the service.

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