

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

21383a37191c1841468481c17a652a09d2e2615448ccab0ced2bf87b2f11b1ac

To view the reconstructed contents, please SCROLL DOWN to next page.

VITAL WAYS OF SATISFACTION MEASUREMENT FOR STUDENTS IN CAMPUS

Mr. Aukkadetch Sintang & Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *aukkadetch.si@ssru.ac.th, **sirilak.ke@ssru.ac.th*

ABSTRACT

With the higher education sector becoming very competitive industry, students' satisfaction has been an important components of quality assurance of both academic and activities in campus. Student activities in campus is one of the best ways to provide learning experience for modern students. There are variety of campus activities provide students with many avenues for academic growth, personal and social growth. Suan Suandha Rajabht University provide many important activities that aims to promote student learning opportunities. Students' satisfaction of campus activities needed to be measured the right way. The purposes for this study were to understand the measurement of students' satisfaction in campus activities, a case of students in Suan Sunandha Rajabhat University as wee as to provide suggestions to enhance satisfaction in campus activities. A qualitative research method was conducted with the using an in-depth interview and small focus group of target students and university staff. A total of 10 students and 10 university staff who regularly engaged of the campus activities during the semester 2 of the year 2018. About 10 students from various departments were selected randomly. The findings of this study revealed that students' level of satisfaction of students in participating in events, programs, concerts, sport events, workshops, trainings, and other campus activities depends on an individual preference. However, the overall level of satisfaction of students are linked with the level of involvement in campus activities. Suggestions for enhancing students' experience of participating in campus activities. First is to allow students' engagement of choosing activities and the objectives of activities. Second is to promote high level of participation in campus activities. Third is to promote positive attitudes of students, staff, and faculty members. Fourth is to allow students to participate in the assessment of each campus activity. Fifth is to have an objective way to measure students' level of satisfaction of campus activities.

Keyword: Students' satisfaction, Activities, Participation, Measurement

Introduction

Satisfaction is one of the most important measurement in the modern history of business and economics. It is widely believed that high level of satisfaction often lead to customer loyalty and in turn, the highly satisfied customers will do three things. First, loyal customer will be back to purchase and repurchase the goods and services again and again. Second, loyal customer will spread positive word of mouth to his or her friends, family members, and close associates. Third, loyal customer is willing to provide information about the goods and services to other. The three things done by loyal customers are the good and free marketing effort from the satisfied customers. In today's high level of competitive environment, higher education organizations feel the need to delivering high quality service to enhance the level of satisfaction of customers or mainly their students. Modern organizations of higher education around the world are increasingly demanding in regarding effective learning, knowledge and skills sharing, training and its cost and time justification, and to ensure important the associated achievement obligation.

The level of satisfaction, in deed, is the key for a sustainable competitive advantages. In fact, satisfaction is widely accepted and does have a major positive effect on an organization's productivity, performance, and profitability. The majority of satisfied students are the strong foundation of any successful modern higher education. Why? This is because there are many benefits directly link to repeat students, positive words of mouth, and loyalty

retention. In general, highly satisfied students, as loyal customer, often willing to share their positive words of mouth to other five or six new customers, on the other hand, highly unsatisfied customers also more than willing to share their negative words of mouth to countless potential new customers.

Research Methodology

Student's level of satisfaction is vital to the success of the higher education in the long run. More importantly, it is to find the best to measure the level of student satisfaction. In fact, Suan Suandha Rajabht University often aims to provide many important activities that focus on promoting student learning a variety of opportunities. Students' satisfaction of campus activities needed to be measured the right way to gain the effective feedback of them and be able to response to their needs and wants as fast as possible. The main objectives for this investigation of research study were to ensure the understanding the measurement of students' satisfaction in campus activities, a case of students in Suan Sunandha Rajabhat University as well as to provide valuable suggestions from the perspective of students in campus to enhance satisfaction in campus activities. A qualitative research method was chosen as a main method to conduct with the using an in-depth interview and small focus group of target students and university staff. About 10 students and 10 university staff who regularly engaged of the campus activities during the semester 2 of the year 2018. About 10 students from various departments were selected randomly to provide an insight information and suggestions.

Fig. 1 the Process of Research



Findings

Table 1. Ten important factors needed to measure students' satisfaction

No.	Factor	Rank
1	Student engagement	1
2	Students participation	2
3	Cleanliness of rooms and space	3
4	Easy access to all equipment	4
5	Convenient operating hours	5
6	Prompt service from staff	6
7	Flexible hours of activities in campus	7
8	Courtesy of employees	8
9	Providing detailed of activities	9
10	Competent of campus employees	10

From the interview with students, the list of top ten factors that need to be concerned when select the measurement to evaluate student's satisfaction in campus activities. The

students had ranked top ten factors as: student engagement, student participation, cleanliness of rooms and space, easy access to all equipment, convenient operating hours, prompt service from staff, flexible hours of activities in campus, courtesy of employees, providing detailed of activities, and competent of campus employees.

The findings of the qualitative study can be reported that students' level of satisfaction of students in participating in events, programs, concerts, sport events, workshops, trainings, and other campus activities depends on an individual preference, therefore, it is vary due to different situation and different persons. However, the overall level of satisfaction of students are linked with the level of involvement, engagement, and participation in campus activities. The more students have involved, engaged, and participated, the higher level of satisfaction from the overall students in campus.

Suggestions

From the conclusion of the focus group, there are many vital suggestion directly from students. There are at five vital suggestions for enhancing students' experience of participating in campus activities. First is to allow students' engagement of choosing activities and the objectives of activities. It is important to allow students to decide what they want and need as much as possible. Second is to promote high level of participation in campus activities. It is important to provide them a special space for their participation and encourage them to do so. Third is to promote positive attitudes of students, staff, and faculty members. Positive attitude about activities in campus will be the core of success. Fourth is to allow students to participate in the assessment of each campus activity. The feedback from students is essential for the next year activities. Fifth is to have an objective way to measure students' level of satisfaction of campus activities.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Forman (1986), The impact of purchase decision confidence on the process of consumer satisfaction/dissatisfaction. Unpublished Ph.D. Dissertation, Knoxville: The University of Tennessee. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.2.122

- Isariyaanan Ticomporn & Thapinta Anat (2019). The Attitude of undergraduate students in faculty of science and technology on the development of Suan Sunandha Rajabhat University toward a green university. The ICBTS 2019 Amsterdam.
- Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". The Best on Quality. 7: 165.
- Knutson, B. (1988). Frequent Travellers: Making them Happy and Bringing them Back. The Cornell Hotel and Restaurant Administration Quarterly. 29(1): pp. 83-87.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", Journal of Services Marketing, Vol.14, No.3.
- Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", Journal of Marketing, Vol.70, pp.1-18.
- Malivan Anong & Ketchaya Sirilak (2019) Behaviors and Attitudes of Students in Computer Labs Trainings. The ICBTS 2019 London
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', Journal of Hospitality & Tourism Research, 27 (3), pp. 328-341, Sage Publications.
- Nich Wongsongja & Narong Kulnides (2019). Comparison of Stability Latent fingerprint of Plastic. Proceedings of ICBTS2019 Amsterdam.
- Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," Journal of Retailing, Vol.64, No.1, 12-40.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", Journal of Marketing, Vol.58, Jan pp.111-124.
- Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.
- Petrack J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', Journal of Travel Research, 42 (4), pp. 397-407, Sage Publications.
- Sahanawin Jarunpan & Ketchaya Sirilak (2019) Vitality of Training and Evaluation Process. Proceedings of the ICBTS 2019 London.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.