

THE SATISFACTION OF SERVICE RECIPIENTS ON PUBLIC RELATIONS MEDIA AT THE ONE STOP SERVICE CENTER OF THE OFFICE OF ARTS AND CULTURE.

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ABSTRACT

The research on the Satisfaction of Service Recipients on Public Relations Media at the One Stop Service Center of the Office of Arts and Culture is to study the satisfaction of service recipients on public relations media at the One Stop Service Center and methods to develop public relations media to reach visitors effectively. The sample groups in this research consist of students, lecturers, officers and the general public who came for the service for 600 people. The tools used in this research are 1. The survey of service recipient's satisfaction on public relations media, divided into 4 types; 1) Brochure 2) Public Relations Signboard 3) Television Media 4) QR Code Information Services 2. The questionnaire with an open-ended question on public relations media development of the Bureau of Arts and Culture. The statistics and percentages are used for data analysis. The results of the research are as follows; 1. 600 respondents were satisfied with the public relations media at One Stop Service Center, the most satisfied is brochure with an average of 4.6 at 92%. The 2nd is public relations signboard with an average of 4.5 at 90%. The 3rd is QR Code information service with an average of 4.45 at 89%. And the least satisfied is television with an average of 4.3 at 86% 2. The respondents have given further suggestions as follows; 1. The Brochure should not have too many brochures since 4-5 brochures makes difficulty for keeping. All information should be in 1 brochure for convenience and should be designed with unique, classic, proper for the museum, attractive and use larger letters for easier reading 2. Public relations signboards should be set permanently and formally and adding more information, the information should be concise and easy to understand. 3. Television Media should add various handicrafts, including interesting work of other agencies.

Keywords: satisfaction, service recipients, public relations media, One Stop Service Center

INTRODUCTION

The Office of Arts and Culture is a supporting unit of Suan Sunandha Rajabhat University. There is an obligation under the Act of "Preserve arts and culture, enhance learning and understanding of values, consciousness and pride in local and national cultures." The main missions are; 1) to conserve, inherit, publicize and develop Rattanakosin arts and culture to the international 2) Providing academic services in Rattanakosin arts and culture and 3) Developing information database of Rattanakosin arts and culture on the basis of research results.

The Office of Arts and Culture is located at Sai SuddhaNobhadol Building Museum. Which was originally the residence of Saisavali Bhiromya, Princess Suddhasininat Piyamaharaj Padivaradda, the queen of King Chulalongkorn? Which on 4 January 1990, H.R.H. Princess Maha Chakri Sirindhorn has proceeded to open the Museum of the Sai

SuddhaNobhadol Palace. After that, the palace has been continuously renovated until it became the museum for learning about Rattanakosin arts and culture.

The museum has established One Stop Service Center to afford information on visiting including information in various fields. In the past 2 years, there were 12,353 visitors in 2017 and 17,853 visitors in 2018. One Stop Service Center is considered to be an important outpost in welcoming visitors for their impression and effectiveness. (The Office of Arts and Culture, 2018, Pp. 38-39) [1].

The findings of the research revealed that most of the respondents visited museum once a year. Main information source of their searching was websites related to museums. Most did not know Saisuddha Nobhadol Mansion before, and know about this museum (mansion) from the Website of Suan Sunandha Rajabhat University. Concerning the purposes of visiting the museum, the study revealed that the most often selected purposes included visiting the university, attending seminars and trainings held by the university, visiting the museum by intention, collecting and studying information and knowledge about history, art and culture, respectively. In terms of opinions towards the museum development, the results suggested that the museum may be developed by these items, ranked from the most often selected to the least often selected : providing relaxing area, a restaurant that serves royal Thai cuisine, souvenir shop, light and sound or traveling exhibition, coffee shop near the museum, parking lot, Rattanakosin dressing and photo service, tourist guide service, and the last one, tour program development in relation with the tourist attractions nearby. When exploring the marketing mix factors that had influence on the respondents' decision making, using the scale of importance level, the study presented the finding that all marketing mix factors obtained "highly important" rank, and could be ranked from higher to lower rank: promotion, price, product and place. The finding also revealed that the mansion's unique architectural style, its fame as the old palace, the fame of the university, its fame as the source of royal cuisine, and its fame as the training center of Thai art and culture were highly important as the influencing factor in tourists' decision making to visit the museum. The test of the differences of decision making behavior among different demographics indicated that there is a difference between male and female in receiving information about the museum and in the purpose of visit. An analysis of variance (ANOVA) revealed the findings that respondents in different age, with different income and education level had different behaviour in terms of frequency of museum visit, searching information, receiving information, purpose of visit, and decision to revisit. The utilization of the Chisquare to test the relationship between the museum marketing mix factors and www.ssru.ac.th -6- decision making to visit the museum unveiled more than one items in all factors, except the price factor, that had a significant relationship with the tourists' decision making to visit the museum. (s.Siripen Yiamjanya, 2012) [2].

Communication is an important element in building relationships and creating impressions. Public Relations is a work that relates to building relationships that have a wide scope and communicate in many dimensions. Public relations can communicate with various target groups in many ways. Aside from providing verbal information, Public Relations Media is also a communication tool that is an intermediary to bring news to the service recipients. For that, the service recipients will get to know and have a better attitude towards the organization. The effective and appropriate media will cause proper information to the recipients, therefore, the production of Public Relations Media is an important process for communication, so that the recipients will be facilitated, received the latest news, be in trend and impressed.

Therefore, in accordance with the vision, mission, objectives of the Office of Art and Culture I, as an operator and directly responsible for the work, it is necessary to study the satisfaction of service recipients on public relations media at One Stop Service Center to

increase service efficiency and to obtain basic information that will be useful for improving the quality of public relations work, able to provide information and impress the service recipients at all levels efficiently.

OBJECTIVE

1. To study the satisfaction of service recipients on public relations media at One Stop Service Center.
2. To develop improvement guidelines of public relations media at One Stop Service Center.

METHODOLOGY

The tools used for collecting data in this research were the questionnaire of satisfaction of the service recipients toward public relations media at One Stop Service Center and suggestions for media developments of the Office of Arts and Culture which is an open-ended questionnaire. Research participants were selected by random or convenient. The questionnaires will be filled by themselves for 600 sets with the following details;

1. The questionnaire is in the form of Check List with gender, age, status, and public relations media access and analyzes by percentage analysis.
2. The questionnaire for the satisfaction level of service recipients on public relations media, divided into 4 types which are 1) Brochure 2) Public Relations Signboard, 3) Television Media 4) QR Code Information Service. Analyze by percentage analysis.
3. The questionnaire about suggestions for the development of public relations media of the Office of Arts and Culture is an open-ended questionnaire. Analyze and present by Oral Presentation.

Conclusion of this R2R research results, the researcher conducted a study of the satisfaction of service recipients on public relations media at One Stop Service Center by using questionnaires as a study tool. The sample group used in this research is 600 visitors at Sai SuddhaNobhadol Building Museum. It is found that most of the respondents who visited the museum are female at 65%, male at 35%. The most age of visitors is 21-30 years old at 40%, the second is 31-40 years old at 30%, the third is 11-20 years old at 25%, and 41-50 years old at 5%. The most visitors are general public at 45%, students at 40% and the last are lecturers/officers at 15%. For public relations media access at the One Stop Service Center of the Office of Arts and Culture (available to answer more than 1 question), the first rank is public relations signboard at 100%, followed by brochure at 80%, QR Code Information Service at 50% and the last is television media at 30%. From Table 1.

Table 1.
Service recipient's Information

Information	Amount	Percentage
Gender		
Male	210	35
Female	390	65
Age		
11-20 years old	150	25
21-30 years old	240	40
31-40 years old	180	30
41-50 years old	30	5

Information	Amount	Percentage
Status		
Students	240	40
lecturers/officers	90	15
General public	270	45
For public relations media access at the One Stop Service Center of the Office of Arts and Culture (available to answer more than 1 question)		
brochure	480	80
public relations signboard	600	100
television media	180	30
QR Code Information Service	300	50

The results of data analysis on the satisfaction of service recipients on public relations media at One Stop Service Center found that the most satisfied are brochure with an average of 4.6 at 92%. The 2nd is public relations signboards with an average of 4.5 at 90%. The 3rd is QR Code information services with an average of 4.45 at 89%. And the least satisfied is television with an average of 4.3 at 86%. From Table 2.

Table 2.
The satisfaction of service recipients on public relations media at One Stop Service Center

Data analysis	The satisfaction of service recipients on public relations media at One Stop Service Center					
	Excellence	Good	Fair	Improvement	Poor	average
Brochure	360 (60.00)	240 (40.00)	0	0	0	4.6
Public relations signboards	300 (50.00)	300 (50.00)	0	0	0	4.5
Television media	240 (40.00)	300 (50.00)	60 (10.00)	0	0	4.3
QR Code information services	270 (45.00)	330 (55.00)	0	0	0	4.45

The results of additional suggestions for public relations media at the One Stop Service Center of the Office of Arts and Culture are in the conclusion as follows:

1. The Brochure should not have too many brochures since 4-5 brochures makes difficulty for keeping. All information should be in 1 brochure for convenience and should be designed with unique, classic, proper for the museum, attractive and use larger letters for easier reading.

2. Public relations signboards should be set permanently and formally and adding more information, the information should be concise and easy to understand.

3. Television Media should add various handicrafts, including interesting work of other agencies.

CONCLUSION AND FUTURE WORK

The R2R research project on the satisfaction of service recipients toward public relations media at the One Stop Service Center, the development results can be described as follows

Before the research: The Office of Arts and Culture has established a One Stop Center, but has not yet had a systematic plan or operation for visiting services. There are only staff to advise for the service. The researcher, therefore, has the idea of creating public relations media at the One Stop Service Center that would meet the demand of service recipients.

After the research: Development of public relations quality regarding the satisfaction of service recipients on public relations media at One service Center is to improve the quality of public relations to have procedures and efficiency. In which the researcher has created a development plan for public relations quality regarding the satisfaction of service recipients on public relations media at One Stop Center for the financial year 2019 as per process indicators, by bringing the data of service recipient's satisfaction to be conducted for the decision and develop the process of public relations work. As well as creating guidelines for public relations media quality developments that comply with the PDCA cycle as follows;

Public relations media that suitable for development to publicize information are public relations signboard and brochure. Both types of media have features that can meet service recipients, can be explained as follows; Signboard is a media that can reach many target groups of all genders, ages, and education levels, having attention, frequently seen and easy to be recognized. The brochure is a media that creates interest and can reach many service recipients by providing information to the service recipients thoroughly in accordance with the information purpose, helping service recipients to understand and get the message immediately. Whereby the most satisfied media of the research results is Brochure, the Office of Arts and Culture should priority develop this media in the reason that it is a suitable media for publicity both inside the museum itself and in public places or even outside publicity, so that service recipients can understand and get the message immediately.

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