

# SATISFACTION OF STUDENTS TOWARDS EDUCATIONAL MANAGEMENT AND ACADEMIC SERVICES DURING THE OUTBREAK SITUATION OF COVID-19

**Benjama Saiwijit, Kawinphat Lertpongmanee**

*Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,*

*E-Mail: Benjama.sa@ssru.ac.th, Kawinphat.le@ssru.ac.th*

## ABSTRACT

Abstract—The purpose of this research was to study and compare students' satisfaction towards academic management and services during the outbreak situation of Covid-19, case study of the Faculty of Management Sciences, Suan Sunandha Rajabhat University which classified by gender, field of study and year level. The sample group used in the study consisted of 400 students studying in the second semester of the academic year 2021. The instrument used for data collection was a 5-level questionnaire. The statistics used to analyze the data were percentage, mean, standard deviation, T-test and One-Way ANOVA. The results of the research revealed that the satisfaction of students towards the academic management and services of the Academic Department of Faculty of Management Sciences, Suan Sunandha Rajabhat University, the overall satisfaction was at a high level. When considering each aspect of educational management and academic services were at a high level. In addition, the results of comparison of student satisfaction classified by sex and field of study was found that students with different genders, subject areas and year levels had no difference in overall, academic management and academic services. Whereas, students with different year level had no difference in overall, academic management and academic services.

Keywords— Educational management and academic, Outbreak situation of Covid-19, Satisfaction

## INTRODUCTION

Due to the situation of the spread of the Coronavirus Disease 2019 (COVID-19), Thailand has clearly and comprehensively implemented disease control measures to ensure the economy can operate normally (Natchapon, 2020). Education is a place where large numbers of students are gathered, and there is always a high risk. If there is a poor management system, there may be a rapid spread of COVID-19 to people in the house (Ministry of Education, 2020). During the epidemic period, teaching and learning in the classroom cannot be held normally. What is needed is to lay out guidelines for opening different educational institutions to be able to manage teaching in schools according to the severity of the situation. Along with strict implementation of public health and social measures, teaching and learning must be organized online by introducing technology as a medium for transferring knowledge and use tools convenience of learning through the entire online system (Thailand Development Research Institute, 2020).

Studying online at home during social distancing to prevent the spread of COVID-19 is a new thing in the education industry in Thailand. Teachers can create up-to-date teaching plans and allow students to access information from additional searches reduce travel time (Sujarittnetikarn & Suphuan, 2022). There is a convenient communication channel between instructors and students. But there is a disadvantage because it is a teaching that is one-way communication. There is a chance of mistake in recognizing that access to online learning equipment, whether it is a television, mobile phone, tablet, computer or internet signal is limited and the students do not concentrate on studying, etc. (Thairath Online, 2020). According to a study by Chamnian & Chamnian (2018), revealed that learning using online media is effective depending on the environment and problem conditions of each school to maximize the efficiency of online media.

Higher education is a source of knowledge that will enhance academic progress and is a fundamental factor in human resource development and national development. The general public therefore attaches importance to education, with the idea that people with higher education will have a better chance of progressing in various fields. is tertiary level Until there is a saying Thai society is popular with people with degrees. Thailand is highly competitive in education. Whether it is a public or private institution, there is intense business competition for

students to choose to pursue their studies. In this regard, the business competition of higher education institutions has therefore become aimed at producing a large number of graduates to enter the labor market regardless of desired quality. of graduates in each professional field causing graduates to graduate without quality It is unacceptable to the labor market and negatively affects credibility as in the past (Office of the Secretariat of the Council of Education, 2017).

Faculty of Management Sciences, Suan Sunandha Rajabhat University has a policy for teachers to manage both regular and online teaching and learning. Due to the current situation of the spread of the Covid 19 virus, online services are necessary for providing services to students, teachers and those who request services. The services provided by the Faculty of Management Science will result in the university's operations being streamlined and efficient. and satisfaction to service users. The Education Services Department recognizes the importance of providing online services. So that service recipients are satisfied and affecting the advancement of university personnel with good feelings and attitudes towards work and results in success in efficiency and effectiveness of work. The purpose of this study was to study student satisfaction towards student services. of the Faculty of Management Sciences, Suan Sunandha Rajabhat University. Including problems and suggestions were bring as a guideline for providing services to students during the Covic-19 situation.

## **LITERATURE REVIEWS**

Higher education is another process in human development to meet the needs of the labor market. Choosing to study in higher education is therefore very important. It can be regarded as an important starting point for choosing a job and choosing a career in the future. Therefore, there must be a correct decision-making process and careful practice. Any person can make the right choice to study further and appropriate to the knowledge, interest, and personal aptitude that they already have. It will inevitably result in effective learning and affect the selection of suitable jobs, careers and positions. It is also accepted by those around you. Gronroos (1990) defines service as an activity or set of activities that are generally intangible. This usually happens when dealing with a customer and a service employee or with tangible resources or goods or the service provider's system Which is solving problems for customers. Kotler (2000) defined the meaning of service as an activity or abstract benefit that one party offers to another without the customer having possession of that service concretely. The service process may or may not be provided in conjunction with the sale of the product which the service provider creates and delivers to the service recipient for use or convenience at that time or as soon as that service occurs.

Service satisfaction is the feeling of satisfaction or disappointment in service users which is caused by the user experience. It is the result of comparing what you expect with the experience you get from using the service. Therefore, services that generate high satisfaction have a lower risk of users turning to other services (Kotler & Armstrong, 2016). It is an attitude that arises after using the service in which service providers must provide services that create positive feelings for users, leading to brand engagement and user loyalty. Customer satisfaction is an important factor for service business and will be an advantage in business competition. especially in highly competitive markets. The result of customer satisfaction consists of customer complaints and customer loyalty. Customer Complaints are complaints sent to manufacturers or service providers that this group of customers still have the opportunity to become customers again if the products and services are improved. Customer loyalty is the creation of loyalty in products and services if customers are satisfied with products and services. But on the other hand, if the customer is dissatisfied with the product or service, it will have the opposite effect, which is to switch to the product and service of competitors which represents the profit of the company itself. In collecting customer complaints, both formal and informal forms of complaints are counted as for collecting data on loyalty, there are two issues which are repurchase likelihood and price tolerance.

## **METHODS**

The population used in the research were students. Faculty of Management Sciences who are studying in the second semester of the academic year 2021. A sample of 100 students was obtained using simple random sampling method.

Tools used in this research was a questionnaire created by the researcher. By creating questions in accordance with the characteristics to be measured, divided into 2 parts, consisting of Part 1: Demographic information, is a

question about demographic factors such as gender, age and educational background. Part 2 is a questionnaire about satisfaction of student service during the Covid-19 situation of the Faculty of Management Sciences, Sunanandha Rajabhat University. The Likert's Scale was used to measure satisfaction levels. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires.

Statistics used in the data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using multiple regression analysis.

## RESULTS

The results of general characteristics of sample group were that the majority of respondents were female, were 2nd year students, representing 39 percent, 3rd year students, representing 29 percent, 1st year students, representing 28 percent, and 4th year students, representing 4 percent.

The results of the analysis of student satisfaction toward educational management services of the Faculty of Management Sciences, Sunanandha Rajabhat University shown in Table 1.

**Table 1**  
**The descriptive analysis of student satisfaction toward educational management services of the Faculty of Management Sciences**

<b>Student satisfaction toward educational management services</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Interpret</b>
Academic services	4.12	.42	High
On-line classroom	4.02	.37	High
Teaching media system	4.17	.43	High
Building and facilities	4.06	.54	High
Total	4.09	.37	High

The analysis results from Table 1 show that the students of the Faculty of Management Science, Sunanandha Rajabhat University satisfied with educational management services, overall, it was at a high level with average of 4.09. When considering each aspect ranked in order found that the students satisfied with teaching media system the most with average of 4.17, followed by academic services with average of 4.12, building and facilities with average of 4.06, and on-line classroom with average of 4.02, respectively.

The results of the analysis of student satisfaction toward the provision of educational management services shown in Table 2.

**Table 2**  
**The descriptive analysis of student satisfaction toward educational management services of the Faculty of Management Sciences**

<b>Student satisfaction toward educational management services</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Interpret</b>
1. Consulting and answering services	4.15	.56	High
2. Convenience for students to seek advice	4.08	.62	High
3. The information received is correct and complete as required	4.16	.58	High
4. Channels to contact staff for academic consultation	4.08	.73	High
5. The service point located in the area appropriate and easy to contact	4.11	.79	High
6. Service recipients can use the knowledge and understanding gained to benefit	4.17	.63	High
7. Service personnel have knowledge and understanding of academic service work	4.18	.66	High

<b>Student satisfaction toward educational management services</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Interpret</b>
8. Personnel are willing to provide academic services	4.03	.65	High
<b>Total</b>	<b>4.09</b>	<b>.37</b>	<b>High</b>

The analysis results from Table 2 show that the satisfaction of students to the provision of educational management services, overall, it was at a high level with average of 4.09. When considering each item ranked in the first 3 order found that service personnel have knowledge and understanding of academic service work with average of 4.18, followed by Service recipients can use the knowledge and understanding gained to benefit with average of 4.17, and the information received is correct and complete as required with average of 4.16, respectively.

## **CONCLUSION AND FUTURE WORK**

### ***Conclusion and discussion***

The analysis results showed that the students of the Faculty of Management Science, Suan Sunandha Rajabhat University satisfied with educational management services, overall, it was at a high level with average of 4.09. When considering each aspect ranked in order found that the students satisfied with teaching media system the most with average of 4.17, followed by academic services with average of 4.12, building and facilities with average of 4.06, and on-line classroom with average of 4.02, respectively. This is in line with Sangkasuth & Trimek (2021) revealed that the opinion on the suitability of the overall online teaching model was at a high level, where the most appropriate aspect was the supporting factors. Including Wattanakorn & Pholnakham (2010) stated that the supporting factors in the system teaching is important which it can be regarded as an important factor to make teaching and learning management. The whole system is interrelated and efficient. The suitability of teachers, the researcher saw that professor at that university have a commitment to self-improvement keep pace with modern technology and be a new generation able to use technology proficiently.

The analysis results showed that the satisfaction of students to the provision of educational management services, overall, it was at a high level with average of 4.09. When considering each item ranked in the first 3 order found that service personnel have knowledge and understanding of academic service work with average of 4.18, followed by service recipients can use the knowledge and understanding gained to benefit with average of 4.17, and the information received is correct and complete as required with average of 4.16, respectively. This is in line with the concept of teaching development according to education management in the 21st century (Khienchanaj. 2021). Teachers must have knowledge and expertise in modern subject matter according to the context of society and the world community in the 21st century has a variety of techniques and methods of knowledge transfer emphasizing activities and learning processes, have skills in selecting media, information technology to integrate with teaching and learning in the classroom to design effective learning activities, the ability to use electronic media in teaching and learning, integrating instructional innovations and assessments in line with 21st century skills. Teachers must be able to create and design learning environments that are supportive and conducive towards learning with a purpose linking knowledge or exchanging knowledge with the community and society as a whole manage learning through real context and creating opportunities for learners to have access to technological media, tools, and quality learning resources.

### ***Recommendations and future work***

The results of this research can be used as a guideline for evaluating student adaptability in universities in the COVID-19 situation, and research data can be used to help students for students, learn and apply to adapt to changing situations. This study was conducted by the researcher during the outbreak of the COVID-19 situation, in the next research can be applied to other situations that affect student adaptation. This research was studied adaptation in only 4 aspects, namely academic, social, emotional and university activities participation. In the future, other adaptation studies can be added, for example, the environment, parenting, technology, etc. Including there should be continuing studies on the analysis of components of student adaptation in order to apply and benefit further student development work. As well as there should be continuous study on guidelines and methods of helping students with low level of adaptation to be useful in helping students continue to study in the university happily.

## ACKNOWLEDGMENTS

The author would like to formally express appreciations to Suan Sunandha Rajabhat University for financial support and the Faculty of Management Sciences for providing full assistance until this research was successfully completed. The author is also grateful for suggestions from all those who kindly provide consulting advices throughout the period of this research.

## REFERENCES

- Chamnian, M., & Chamniam, K. (2018). Knowledge, attitude and behavior of students. Nakhon Si Thammarat Province in using online media in learning. *Graduate Studies Journal Valaya Alongkorn Rajabhat University under the Royal Patronage*, 12 (2).
- Gronroos, C. (1990) *Service management and marketing: Managing the moments of truth in service competition*. Lexington Books, Lexington.
- Khienchanaj, T. (2021). Factors affecting decision to study distance education system at private university during the epidemic of Coronavirus Disease (COVID-19). *Sirindhorn Review Journal*, Year 22, Issue 1, January - June 2021, pp. 385-395.
- Kotler, P. (2000). *Marketing management: The millennium edition*. Person Prentice Hall, Upper Saddle River.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing (16 th ed.)*. England: Pearson education limited.
- Sangkasuth, S., & Trimek, J. (2021). *Students' satisfaction towards appropriate online teaching and learning models in the epidemic of COVID-19 of Rangsit University*. Documents from the National Academic Conference Rangsit University Year 2021.
- Sujarittnetikarn, K., & Suphuan, T. (2022). Adaptation and Survival of Community Enterprises During COVID-19 Pandemic. *The 2022 International Academic Multidisciplines Research Conference in Geneva*, 151-158.
- Wattanapakorn, P., & Pholpraprut, S. (2010). *A Study of Student-Centered Instructional Management in Multimedia Professional Seminars of the 4th year students in the Department of Multimedia Technology Faculty of Engineering and Architecture, Rajamangala University of Technology Isan*. Faculty of Engineering and Architecture Research Report Rajamangala University of Technology Isan.