

Guidelines for Handling Complaints for General Education Subjects

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Abstract

The research titled “Guidelines for Complaint Management in General Education Courses” aims to study and develop guidelines for managing student complaints in the General Education division at Suan Sunandha Rajabhat University. The focus of the research is on investigating the issues, complaints, and student satisfaction with the current complaint management system. Additionally, it seeks to develop more appropriate and efficient methods for addressing complaints, along with establishing best practices for managing complaints in General Education courses.

This is an action research (R2R) project, which collected data from the Gen Ed Star Application, a system for recording and tracking student complaints. The study targeted 615 students enrolled in General Education courses during the 2023 academic year. The collected data was statistically analyzed to summarize student satisfaction, identify problems, and gather recommendations for improving the complaint management system.

The research results revealed that the most common complaints concerning General Education courses were related to teaching and learning, assessment, access to the learning system, and misunderstanding of the course structure. Based on these findings, suggestions for improving the complaint management process include enhancing complaint channels, developing staff capacity, and improving communication to manage complaints more effectively.

The practical recommendations from this research to enhance the efficiency of complaint management in General Education courses are the development of a digital platform for complaint management, training staff in complaint handling, and revising the criteria for academic assessment. Additionally, suggestions for future research include studying factors affecting complainant satisfaction, exploring complaint management models in other educational institutions, and surveying the opinions of instructors and staff. There is also a recommendation to conduct focused research on specific student groups.

Keywords: Guidelines, Handling Complaints

1. Introduction

In the digital era, educational management must continuously evolve to align with technological advancements and the expectations of students. A critical challenge in contemporary education is addressing student and staff complaints effectively, which often stem from dissatisfaction with teaching methods, services, or mismatched technological applications. (Chutrtong, J. 2022)

The Office of General Education and Electronic Learning Innovation at Suan Sunandha Rajabhat University plays a pivotal role in fostering educational and technological innovation

to support student learning. To enhance the quality of education and services, the office requires a systematic and efficient complaint management approach.

This research focuses on analyzing and proposing effective complaint management strategies for the Office of General Education and Electronic Learning Innovation. The aim is to establish a framework that ensures appropriate and productive handling of complaints, catering to the needs of students and staff while promoting the university's educational quality enhancement.

1.1 Research Objective

This research study was aimed to

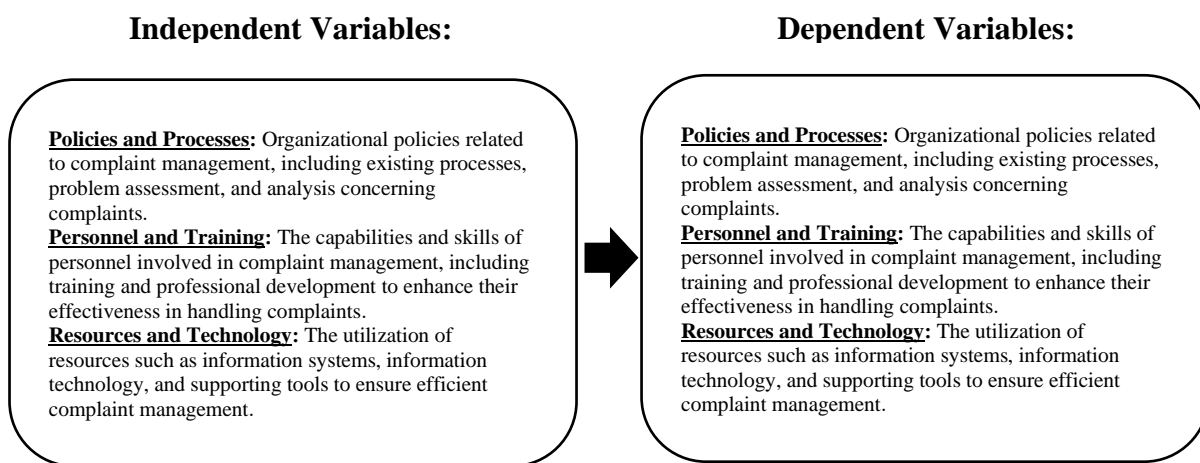
1. To ensure that service users and stakeholders understand the procedures for handling complaints related to general education courses.

2. enhance the efficiency of the complaint management process for general education courses To.

3. To establish best practices for the complaint management process in general education courses.

2. Conceptual Framework

Figure 1. Conceptual Framework of the Study



The conceptual framework of this study is designed to analyze the factors influencing the complaint management process and its outcomes. The **independent variables** include policies and processes, personnel and training, and resources and technology. The organizational policies and existing procedures are critical in establishing a structured and systematic approach to complaint management. Personnel capabilities, including skills and training programs, are essential to enhance the efficiency of complaint handling. Additionally, the availability and effective utilization of resources, such as information systems, technology, and supporting tools, play a significant role in ensuring smooth and efficient complaint resolution.

The **dependent variables** reflect the outcomes of the complaint management process. These include user satisfaction, service quality improvement, and the creation of trust and confidence. Measuring user satisfaction provides insights into the effectiveness of complaint handling processes and the overall perception of service quality. Improving service quality involves

addressing user complaints and implementing solutions that lead to tangible improvements. Lastly, building trust and confidence among service users relies on systematic complaint resolution, which demonstrates organizational commitment and accountability. This framework emphasizes the interconnectedness of input factors and their impact on the quality and effectiveness of complaint management.

3. Methodology

This research employs a **descriptive research design** to explore effective approaches for managing complaints related to general education courses at Suan Sunandha Rajabhat University's College of General Education and e-Learning Innovation. The methodology comprises the following steps:

1. Population and Sample

The target population consists of students enrolled in general education courses in the 2023 academic year who submitted complaints or requests through various channels, including:

- One Stop Service centers
- Telephone
- Line OpenChat and Official Line Account

A sample of **615 students** was analyzed.

2. Research Procedure

The research was conducted in three phases:

- **Phase 1: Literature Review**

Key data were gathered from academic papers, institutional reports, and educational innovation studies. This informed the draft design of complaint management practices, reviewed by advisors.

- **Phase 2: Data Collection**

Digital tools like the **Gen Ed Star Application** and **AppSheet** were employed to track and resolve student issues systematically. The tools facilitated data recording and testing of complaint management innovations.

- **Phase 3: Reporting and Analysis**

Results were summarized and reviewed with recommendations from advisors to create a comprehensive final report.

3. Tools and Data Analysis

- The **Gen Ed Star Application** was central to recording complaints and tracking resolutions.

- Complaint categories included:
 - Platform access (FlexSpace)
 - Course structure checks
 - Late registration
 - Add/drop requests
 - Exam issues
 - Grade inquiries
 - Others

A **Likert scale questionnaire** assessed student satisfaction, addressing:

1. Appropriateness of problem resolution
2. Readiness and politeness of service
3. Overall satisfaction

4. Analysis Methods

- Descriptive statistics (mean, standard deviation) were used to assess satisfaction levels.
- Satisfaction scale:
 - 1.00–1.50: Very low satisfaction
 - 1.51–2.50: Low satisfaction
 - 2.51–3.50: Moderate satisfaction
 - 3.51–4.50: High satisfaction
 - 4.51–5.00: Very high satisfaction

5. Research Timeline

The study was conducted from January to August 2023 at the College of General Education and e-Learning Innovation, Suan Sunandha Rajabhat University.

4. Results

Key Findings on Complaint Management

The study identified **five key stages** in managing complaints related to general education courses:

1. Receiving Complaints

Complaints were gathered through multiple channels, such as the One Stop Service, phone, Facebook Page, Line Official Account, and Line OpenChat. Data were systematically recorded in the **Gen Ed Star Application**.

2. Assessment and Analysis

Complaints were evaluated to determine their severity and root causes. Common issues included:

- Platform access (FlexSpace)
- Course structure verification
- Late registration
- Add/drop requests
- Grade inquiries
- Examination-related problems
- Miscellaneous concerns

3. Response to Complaints

Responses included providing solutions, conducting meetings, or taking corrective actions. A well-structured response improved satisfaction and trust.

4. Follow-up

Post-resolution monitoring ensured that issues were fully addressed and prevented recurrence. This included verifying outcomes and identifying new complaints, if any.

5. Satisfaction Measurement

Using a Likert scale questionnaire, the study evaluated user satisfaction regarding:

- Appropriateness of solutions
- Courtesy and readiness of service
- Overall satisfaction

Satisfaction Levels

Table Results of Satisfaction Evaluation for Educational Service Management

Evaluation Items	Level of Satisfaction	S.D.	Level of Satisfaction
1) Appropriateness and accuracy in solving data-related issues	5.00	0.00	Highest
2) Readiness and politeness in providing service	5.00	0.00	Highest
3) Overall satisfaction with the provided services	5.00	0.00	Highest
Overall Average	5.00	0.00	Highest

The survey gathered responses from **505 out of 615 students**. The results in Table demonstrate that student satisfaction with the educational service management process achieved the **highest level** across all evaluated aspects. Specifically, students rated the appropriateness and accuracy in solving data-related issues, the readiness and politeness of service delivery, and their overall satisfaction with a mean score of **5.00** and a standard deviation of **0.00**. These findings indicate a consistently excellent performance in addressing student concerns, delivering timely and courteous support, and ensuring a high level of satisfaction with the services provided.

Impact of Changes in Work Methods

The implementation of digital tools and systematic management brought both positive and negative impacts:

1. Positive Impacts:

- Enhanced efficiency and speed in complaint resolution.
- Improved student and staff satisfaction.
- Reduced organizational conflicts due to transparency.

2. Negative Impacts:

- Resistance to adopting new technology among staff.
- Increased workload during the transition phase.
- Temporary dissatisfaction due to initial system instability.

3. Long-Term Impacts:

- Sustainable improvement in complaint management.
- Enhanced collaboration and trust among stakeholders.
- Development of staff capabilities through training.

Practical Applications

The research findings are now applied in:

- Monthly reporting using the Gen Ed Star Application.
- Enhancing transparency and efficiency in complaint management at the College of General Education and e-Learning Innovation.

5. Conclusion

This study aimed to enhance the complaint management system for general education courses by leveraging digital technology to address student issues effectively. Using the Gen Ed Star Application, the research examined common complaints, response mechanisms, and overall satisfaction. The findings revealed key issues, such as course content clarity, evaluation processes, and access to learning systems. Immediate solutions, like resolving login problems

or course structure misunderstandings, were effective, while complex concerns, like assessment fairness, required long-term strategies involving collaborative efforts among stakeholders.

The study emphasized the importance of responsive and transparent processes to improve student satisfaction. Recommendations include enhancing digital platforms for complaint submission and tracking, training staff in effective complaint resolution, and revising assessment criteria for greater clarity and fairness. These steps aim to create a robust framework that supports continuous improvement in student services and satisfaction. Future research could explore factors affecting complainants' satisfaction, comparative studies across institutions, and insights from educators and staff to refine the complaint management process further.

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