

Satisfaction with Human Resource Services by the Personnel Management Division of Suan Sunandha Rajabhat University

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Abstract

This study aimed to evaluate the satisfaction of university personnel with the human resource services provided by the Personnel Management Division of Suan Sunandha Rajabhat University. The research focused on gathering feedback from 30 personnel, who were selected as the sample group for convenient data collection. A structured satisfaction assessment form, designed with a 5-level rating scale, was utilized to measure satisfaction across three key dimensions: service processes, service personnel, and facilities. Data were analyzed using descriptive statistics, including percentage, mean, and standard deviation. The findings revealed that satisfaction with service processes was the highest (mean = 4.63, SD = 0.54), indicating the efficiency and clarity of procedural workflows. Satisfaction with service personnel was also rated at a high level (mean = 4.58, SD = 0.51), reflecting the professionalism and responsiveness of staff. Satisfaction with facilities, such as the physical environment and supporting infrastructure, was rated slightly lower but remained at a high level (mean = 4.39, SD = 0.65). Overall, the satisfaction score across all dimensions was 4.69 (SD = 0.46), highlighting a high level of overall satisfaction with the services provided. These results underscore the importance of maintaining high standards in service delivery and suggest areas for potential improvement. The insights from this study offer valuable guidance for the Personnel Management Division to enhance operational efficiency and better meet the expectations and needs of university personnel.

Keywords: Satisfaction, Human Resource Service, Personnel Management Division

1. Introduction

The Personnel Management Division of Suan Sunandha Rajabhat University, established under the Ministry of Education's restructuring mandate, plays a pivotal role in managing human resources. This includes overseeing recruitment, training, development, compliance with regulations, and fostering academic performance. The division consists of five units: General Administration, Personnel Administration, Disciplinary and Legal Affairs, Training and Personnel Development, and the Personnel Development Fund.

Human resource management is critical to organizational success, particularly in academic institutions like Suan Sunandha Rajabhat University. Effective HR management directly impacts employee satisfaction, which influences overall workplace morale and productivity. Employee satisfaction encompasses fairness, attention to individual needs, and proper administrative support, all of which contribute to a positive work environment and organizational efficiency.

Understanding employee satisfaction with HR services is essential for identifying strengths and areas needing improvement. Such insights enable the development of targeted strategies to enhance service quality and better address employee needs. This study provides valuable data to refine HR practices, foster strong labor relations, and support informed decision-making at the university. Additionally, it highlights the importance of maintaining a collaborative and satisfying work environment, ultimately strengthening employee commitment and organizational effectiveness. Given these considerations, this research investigates employee satisfaction with the services provided by the Personnel Management Division. The findings will serve as a guideline to enhance service delivery and promote a more efficient and supportive work environment for university staff.

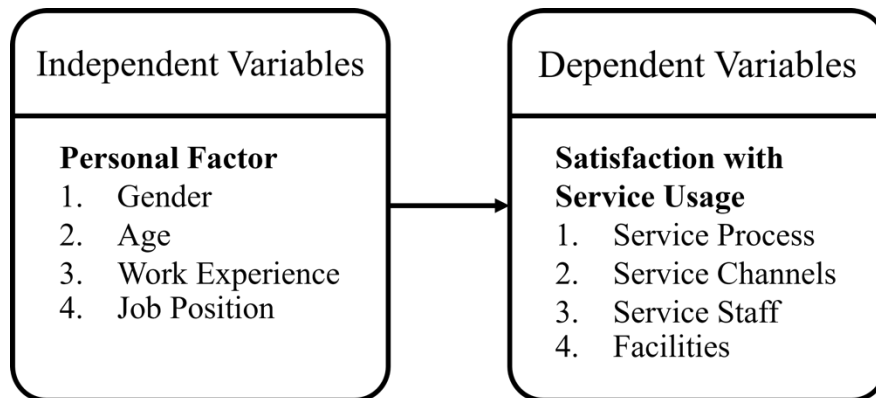
1.1 Research Objective

This research study was aimed to

- 1) To examine the satisfaction with the human resource services provided by the Personnel Management Division of Suan Sunandha Rajabhat University for the year 2024.
- 2) To explore recommendations for developing and improving the service processes of the Personnel Management Division of Suan Sunandha Rajabhat University for the year 2024.

2. Conceptual Framework

Figure 1. Conceptual Framework of the Study



The conceptual framework of this research focuses on exploring the relationship between personal factors and the levels of satisfaction with service usage in the context of personnel administration services. The study begins with personal factors, which are composed of gender, age, work experience, and job position. These factors are expected to have an influence on the satisfaction levels of service users.

Satisfaction with service usage is measured across four dimensions. The first dimension is the service process, which assesses the efficiency and clarity of the steps and procedures involved in providing the service. The second dimension focuses on service channels, emphasizing the accessibility and ease of use for individuals accessing the service. The third dimension pertains to service staff, where attributes such as friendliness, professionalism, and efficiency are evaluated. Lastly, the fourth dimension is concerned with facilities, which include the adequacy, convenience, and comfort of the physical environment and resources

provided. The research emphasizes that job satisfaction mediates the relationship between HRM practices and employee performance. This indicates that employees' satisfaction with human resource services can significantly impact on their overall job satisfaction, which is crucial for their performance. (Rodjam, C. 2020)

This framework allows the researcher to examine how the characteristics of individuals interact with their perceptions and experiences of the services provided. By analyzing these relationships, the study aims to uncover areas of strength and opportunities for improvement within the delivery service process, ultimately contributing to a higher level of user satisfaction.

3. Methodology

This research aims to explore the satisfaction with the services provided by the Personnel Management Division of Suan Sunandha Rajabhat University and identify recommendations for improving these services. The methodology is outlined as follows:

Population and Sample

- The population and sample for this study consisted of 30 faculty members and staff who received services from the Personnel Management Division.

Scope of Content and Timeframe

- The study focused on satisfaction with the services provided and was conducted from February 1 to August 31, 2024.

Research Instrument

- A satisfaction survey questionnaire was developed by the researcher to assess the services of the Personnel Management Division.

Development of Research Instrument

The research instrument was created based on qualitative and quantitative data analysis criteria, detailed as follows:

Qualitative Data Analysis

- The content from the survey responses were analyzed to calculate percentages and means.

Quantitative Data Analysis

The satisfaction levels were assessed using a scale with the following mean ranges:

- 1.00 – 1.49: Very low satisfaction
- 1.50 – 2.49: Low satisfaction
- 3.00 – 3.49: Moderate satisfaction
- 3.50 – 4.49: High satisfaction
- 4.50 – 5.00: Very high satisfaction

Study Location

- The study was conducted at the Personnel Management Division, located on the 4th floor of the Office of the President building, Suan Sunandha Rajabhat University.

Study Duration

- The research was carried out over a six-month period, from February to August 2024.

Data Collection and Statistical Analysis

1. **Demographic Analysis:** The personal status of respondents will be analyzed using percentage values.
2. **Activity Evaluation:** Opinions regarding the activities will be assessed through a survey.
3. **Satisfaction Analysis:** User satisfaction with the manual will be evaluated using the arithmetic mean (Mean) and standard deviation (S.D.). The mean will be calculated using the formula:

$$\bar{X} = \frac{\sum x}{n}$$

where \bar{X} is the arithmetic mean, $\sum x$ is the sum of all data values, and n is the total number of data points. The percentage will be calculated as follows:

$$S.D. = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

The standard deviation *S.D.* will also be calculated using established formulas to measure the dispersion of responses.

4. Results

The research titled "Satisfaction with the Services of the Personnel Administration Division, Suan Sunandha Rajabhat University" collected data through questionnaires from a sample group consisting of university personnel who received services from the Personnel Administration Division. The data collection period spanned from February 1 to August 31, 2024, with a total of 30 respondents, accounting for 100% of the sample. All collected data were compiled and analyzed using statistical methods, with the analysis results presented as follows:

Table 1. Process and Service Steps

Evaluation Item	Mean	S.D.	Interpretation
Clear explanations and guidance	4.43	0.50	High
Smooth and straightforward process	4.70	0.60	Very High
Convenient and timely service	4.63	0.61	Very High
Equal treatment in order of arrival	4.73	0.45	Very High
Average	4.63	0.54	Very High

From Table 1, the assessment of satisfaction with the service process by the sample group of 30 participants in the study revealed that the overall satisfaction level scored an average of 4.63 with a standard deviation of 0.54, indicating the highest level of satisfaction.

Table 2. Service Personnel

Evaluation Item	Mean	S.D.	Interpretation
Polite and respectful behavior	4.67	0.48	Very High
Proper attire and professionalism	4.77	0.43	Very High
Attentiveness and enthusiasm	4.60	0.50	Very High
Knowledge and capability in service	4.27	0.64	High
Average	4.58	0.51	Very High

From Table 2, the assessment of satisfaction with the service personnel by the sample group of 30 participants in the study revealed that the overall satisfaction level scored an average of 4.58 with a standard deviation of 0.51, indicating the highest level of satisfaction.

Table 3. Facilities

Evaluation Item	Mean	S.D.	Interpretation
Clear service and information signage	4.50	0.68	Very High
Variety of service access channels (e.g., Facebook, website)	4.13	0.90	High
Easy-to-understand forms	4.50	0.51	Very High
Information systems for updates (e.g., Facebook, website, Line)	4.43	0.50	High
Average	4.39	0.65	High

From Table 3, the assessment of satisfaction with the facilities by the sample group of 30 participants in the study revealed that the overall satisfaction level scored an average of 4.39 with a standard deviation of 0.65, indicating a high level of satisfaction.

Table 4. Summary of Overall Satisfaction

Evaluation Item	Mean	S.D.	Interpretation
Service Process	4.63	0.54	Very High
Personnel	4.58	0.51	Very High
Facilities	4.39	0.65	Very High
Overall Average	4.53	0.57	Very High

From Table 4, the assessment of satisfaction across all three aspects by the sample group of 30 participants in the study revealed that the overall satisfaction level scored an average of 4.53 with a standard deviation of 0.57, indicating the highest level of satisfaction.

5. Conclusion

The purpose of this study is to explore the level of satisfaction among faculty and staff who receive services from the Human Resources Department. Gaining an understanding of their satisfaction will offer valuable insights into their needs and expectations, enabling the department to address areas of improvement more effectively. The findings of this research will highlight the strengths and weaknesses of the current services provided, thus offering critical data for the ongoing development and enhancement of service quality. With this clear understanding, the department will be able to design more efficient strategies to meet employee needs and improve the management of human resources.

Summary of Research Results: The satisfaction evaluation, conducted with 30 participants across three key aspects, revealed a high level of satisfaction overall. Participants expressed the highest satisfaction with the service process and procedures, with an average score of 4.63

and a standard deviation of 0.54. Satisfaction with the service staff was also notably high, scoring 4.58 on average with a standard deviation of 0.51. When it came to the available facilities, satisfaction remained high, with an average score of 4.39 and a standard deviation of 0.65.

Discussion of Research Results: Upon reviewing the overall findings, the satisfaction level across the three dimensions was very high, with an average score of 4.69 and a standard deviation of 0.46. This indicates that participants were extremely satisfied with the services provided. Specifically, the design of the manual received the highest satisfaction rating, along with the content within it and its practical applications. All aspects of the service were well received, contributing to the department's positive image and highlighting areas that are functioning well.

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