

A STUDY OF FACTORS SUPPORTING SERVICE QUALITY DEVELOPMENT OF THE OFFICE OF THE DEAN OF THE COLLEGE OF ALLIED HEALTH SCIENCES, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

A study on the A Study of Factors Supporting Service Quality Development of the Office of the Dean of the College of Allied Health Sciences Suan Sunandha Rajabhat University.

Objectives:

1. To assess the level of factors affecting the service. and to compare service quality levels of the Dean's Office by surveying opinions of support personnel on service quality
2. To improve service quality to be more efficient

The population used in this study were population and sample. Support personnel, 16 people, used to collect data by evaluating efficiency and analyzing qualitative data based on opinions, attitudes and needs of personnel.

The study found that Study results (inquiries from 16 support personnel)

Question 1: The importance of factors supporting the development of service quality for the Office of the Dean of the College of Allied Health Sciences. Analysis results sample personnel Data on supporting factors for increasing efficiency were provided when analyzed. find a relationship and categorized as follows:

- 1) There are efficient and sufficient equipment for operation. and personnel users have the knowledge and understanding of using and operating
- 2) Environment affects the development of quality of life. and services of personnel
- 3) Various incentives such as rewards
- 4) Support from executives/colleagues

Question 2 Other suggestions There should always be preparation or improvement of operational channels.

Keywords: Service, Quality, Development, Supporting factors, Quality of work life

INTRODUCTION

1.1 Background and importance of the problem

On 11 May 2012, Suan Sunandha Rajabhat University Council There was a resolution approving the establishment of the College of Allied Health Sciences. The objective is to provide teaching and learning in health sciences and medical sciences. Suan Sunandha Rajabhat University is ready, experienced, and successful in teaching the field of Applied Thai

Traditional Medicine. health sciences (Care for young children and the elderly) Health and beauty science in addition, according to the plan, preparations have been made to open teaching in related subjects in the future, such as medicine, Chinese medicine. Sports Science and Health Physical therapy branch Public health field and others also respond to national policy. and respond to the policies, goals, strategic plans and missions of the university in raising the quality and standards of the community. and local areas of the country in addition to producing graduates. The university also focuses on health research and development in various fields of study at the same time and also emphasizes the development of arts, culture and local wisdom. To international standards, therefore, improving the quality of services of the Dean's Office Its mission is to provide personnel management services. By providing services to both internal and external agencies to request cooperation in various areas. Therefore, service work is the heart of the office. If sometimes the service cannot always meet every need, there should be an explanation of the reasons for not being able to meet everything, which may come from many factors. Therefore, providing service is important that can Used to create an impression of service. Because the Dean's Office provides services to the general public, officials, and personnel both internally and externally. People who come to receive services must therefore create a first impression when they meet them, which will make the organization's image memorable and always remembered.

Researcher in the capacity of Acting Head of the College of Allied Health Sciences Office and is responsible for office administration Providing personnel management services By providing services to both internal agencies and external agencies requesting cooperation in various areas. To be used as good practice guidelines for personnel working.

OBJECTIVE

1. To assess the level of service quality. and compare the level of service quality of the Dean's Office According to the type of personnel of the service recipient Experience of receiving service and awareness of information By surveying the opinions of Academic and support personnel Towards service quality

2. To develop service quality to be more efficient

METHODOLOGY

Research study A Study of Factors Supporting Service Quality Development of the Office of the Dean of the College of Allied Health Sciences Suan Sunandha Rajabhat University. This time there are two objectives 1. To assess the level of service quality. and compare the level of service quality of the Dean's Office According to the type of personnel of the service recipient Experience of receiving service and awareness of information By surveying the opinions of Academic and support personnel Towards service quality 2. To develop service quality to be more efficient

2.1 Research methods

2.1.1 Researcher

2.1.2 The population used in this research study is Population and sample.

Support personnel 16 people

2.2 Study methods

2.2.1 Tools used to collect data include:

2.2.1.1 Brainstorming techniques It is a tool used to brainstorm ideas. About defining the steps Administration of the Office of the Dean of the College of Allied Health Sciences, Suan Sunandha Rajabhat University

2.1.2.2 Suggestions

2.2.2 Data collection

The researcher collected data from 16 support personnel performing various duties. By asking each personnel to answer the assessment form by answering Between March - July

2.3 Location

Office of the Dean of the College of Allied Health Sciences Suan Sunandha Rajabhat University Samut Songkhram Campus

2.4 Study period

October 2022 - July 2023

2.5 Data analysis

This is a qualitative data analysis. Obtained from the study of factors supporting the development of service quality in the Office of the Dean of the College of Allied Health Sciences. Use the method of content analysis by synthesis. and analyze to find relationships and categorize in order to draw conclusions.

RESULTS

From the research study on the study of factors supporting the development of service quality in the Office of the Dean of the College of Allied Health Sciences, there are two objectives: 1. To assess the level of service quality. and compare the level of service quality of the Dean's Office According to the type of personnel of the service recipient Experience of receiving service and awareness of information by surveying the opinions of Academic and support personnel Towards service quality 2. To develop service quality to be more efficient from asking opinions and collecting data, showing the level of importance from 2 questions: Question 1: Level of importance of factors supporting the development of service quality in the Office of the Dean of the College of Allied Health Sciences. Question 2: Suggestions.

3.1 Results of the study (inquiry from 16 support personnel)

Question 1 Level of importance of factors supporting the development of service quality in the Office of the Dean of the College of Allied Health Sciences. Analysis results Sample personnel Provided information on supporting factors for increasing efficiency when analyzed. find a relationship and categorized as follows: 1) having efficient equipment for work and sufficient for use and personnel/users have knowledge and understanding in using the work. 2) Environment 3) Various awards, additional bonuses if results can be created from increasing work efficiency, etc. 4) Support from executives/colleagues

Question 2 Other suggestions There should always be preparation or improvement of operational channels.

Using research results for use in regular work (staff in your department and other departments, co-workers)

The researcher carried out the work according to various steps. of research operations for design Process for developing service quality in the Office of the Dean of the College of Allied Health Sciences

CONCLUSION AND FUTURE WORK

Question 1 : Level of importance of factors supporting the development of service quality in the Office of the Dean of the College of Allied Health Sciences. Analysis results Sample personnel Provided information on supporting factors for increasing efficiency when analyzed. find a relationship and categorized as follows: 1) There should be efficient equipment for work and sufficient for use. and personnel/users have knowledge and understanding in using operations 2) environment 3) various incentives such as various rewards 4) support from executives/colleagues

Question 2: Other suggestions There should always be preparation or improvement of operational channels.

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