EVALUATION OF CUSTOMER SATISFACTION OF SAMPLE ANALYSIS SERVICES, SCIENCE CENTER, FACULTY OF SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND.

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ABSTRACT

The objective of this study is to the satisfaction of customer of the Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University. The questionnaire and likert scale were used to evaluate the satisfaction of the customer. This study used descriptive statistics. The result of 75 questionnaire were 62.7% of female and 37.3% of male. Most representative sample were younger than 30 years (52.0%), between 30-40 years (40%) and more than 40 years (8%), respectively. The customer were 61.3% private sector and 38.7% student. The result shown that, first, the respondents were satisfied with the service of the laboratory the average was 4.67 (S.D = 0.475). Secondly, satisfaction with laboratory was 4.63 (S.D = 0.487). Finally, the satisfaction of the laboratory environment was 4.43 (S.D = 0.547), respectively.

Keywords: satisfaction, sample analysis, science center, questionnaire

INTRODUCTION

Rajabhat University is a group of universities that developed from teacher training schools located in the central and regional parts of the country. Later changed its name to Teacher College. From then received the royal name "Rajabhat" from His Majesty the King Maha Bhumibol Adulyadej, is honored with the title of the institute, along with the royal seal of the university. Currently, there are 38 Rajabhat Universities in Thailand [1].

Science center, Faculty of Science and Technology, Suan Sunandha Rajabhat University is a division under the Faculty of Science and Technology. The Science Center is managed according to the regulations of Suan Sunandha Rajabhat University on the administration and operation of the Science Center 2016. The objective of establishing Science Center to promote and support the development of graduate quality, research and academic service development, services for scientific tools and equipment, support teaching and research of university personnel, provide academic services to society and communities, make a project to earn money for the university, and perform duties assigned by the university.

Science Center also has a mission to receive scientific sample analysis services. The scientific sample analysis service will be provided to both internal departments, including students, professors, staff and external agencies, both public and private sector. Which has been trusted by many agencies causing the Science Center to procure revenue from scientific analysis services. Science Center has been sent to the University for University development. The administration of the Science Center focuses on achieving the objectives and satisfying the customers [2]. Science Center have the objective to obtain the certification of ISO/IEC 17025, which is a standard of testing laboratories. The project started to prepare for the

ISO/IEC 17025 certification in order to improve the quality of scientific laboratories and operators. And in order to meet the needs of service recipients in order to make the customers get the maximum satisfaction.

The important factors of good service should consist of 3 main factors which are like the triangle (Figure 1). Satisfaction is the level of positive feelings a person has for a product or service [3]. The researcher is interested in studying the evaluation of service satisfaction of the sample analysis service users of the Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University to be used as a guideline to improve the quality of service.
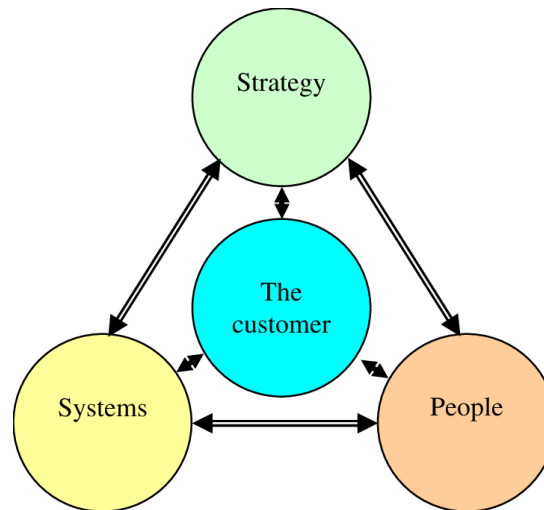

Figure 1. Expanded Service Triangle Concept [4]

RESEARCH OBJECTIVES

1. To study the satisfaction with the service provided by users of the sample analysis service Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University.
2. To be used as a guideline in the development of sample analysis of Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University.

METHODOLOGY

This study, the researcher has compiled concepts, theories, and related research to provide a framework for the study, namely service concepts, concepts and theories regarding satisfaction, related research, and satisfaction theory.

The population used in the study is users of the sample analysis service of the Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University, 75 people [5]. The questionnaire is divided into 2 parts. The first part was a question about general information of the respondents such as gender, age and type of clients. The questions were closed-ended questions using the Nominal and Ordinal. Respondents will choose the answer that best matches the identity of the respondents. There were a total of 3 items. The second part, the questions about the satisfaction of the users, were closed-ended questions which used the metric. There were options divided into levels and rated for each level, level 1 means the least satisfaction and level 5 means the most satisfaction. The evaluation topics consist of

3 aspects which were laboratories, tools and equipment, and staff including 10 items. Descriptive statistics used in data analysis were Percentage, Means, and Standard Deviation.

RESULTS

The study of evaluation of customer satisfaction with the sample analysis service Science Center, Faculty of Science and Technology, Suan Sunandha Rajabhat University. Data was collected from 75 complete and complete questionnaires, representing 100%. The result of data analysis were shown in table 1 – 2.

A. The general data analysis

The general data analysis of the respondents uses descriptive statistics such as frequency distribution, percentage to describe the respondents' personal data such as gender, age and type of clients.

The results of general data analysis of the respondents found that the respondents were 47 of female (62.7%) and 28 of male (37.3%), respectively.

Most representative sample were younger than 30 years (52.0%), between 30-40 years (40%) and more than 40 years (8%), respectively. The customer were 61.3% private sector and 38.7% student.

Table 1. The general information of respondents (n = 75)

Data	General information	Amount (person)	Percent (%)
Gender	male	28	37.3
	female	47	62.7
Age	younger than 30 years	39	52.0
	between 30-40 years	30	40.0
	more than 40 years	6	8.0
Type of client	Student	29	38.7
	Private sector	46	61.3

B. Satisfaction with the sample analysis service

The respondents were most satisfied with the willingness of the service providers in the laboratory. From table 2 have the highest average value of 4.67 (S.D. = 0.475). The satisfaction with the readiness in the operation was an average of 4.63 (S.D. = 0.487). The satisfaction with the laboratory environment (lighting) was an average of 4.43 (S.D. = 0.547). The satisfaction with the clarification and coordination was an average of 4.35 (S.D. = 0.479). The satisfaction with the readiness of tools and equipment was an average of 4.32 (S.D. = 0.681). The satisfaction with the ease of used was an average of 4.29 (S.D. = 0.712). The satisfaction with the readiness of the equipment in the experiment was an average of 4.24 (S.D. = 0.589). The satisfaction with cleanliness was an average of 4.21 (S.D. = 0.810). The satisfaction with the readiness of the equipment in the experiment was an average of 4.19 (S.D. = 0.562). The satisfaction with the ease of use was an average of 4.04 (S.D. = 0.979), respectively.

Figure 2. Science Center Laboratory of Faculty of Science and Technology, Suan Sunandha Rajabhat University

Table 2 Mean and standard deviation of sample service satisfaction (n = 75)

Variable	$\bar{\text{X}}$	S.D.	Satisfaction level
Cleanliness	4.21	0.810	5
The availability of tools and equipment	4.32	0.681	5
Laboratory environment (lighting)	4.43	0.574	5
Convenience	4.29	0.712	5
The availability of experimental tools	4.19	0.562	5
The availability of experimental equipment	4.24	0.589	5
Teaching how to use the machine and instruction manual	4.04	0.979	5
Providing clarification and coordination	4.35	0.479	5
Willingness to provide service	4.67	0.475	5
Readiness for operations supervision	4.63	0.487	5
Total	4.34	0.635	5

CONCLUSION AND DISCUSSION

This study found that from a sample of 75 people, mostly female, younger than 30 years old and were recipients from private sector. The satisfaction with service showed that at full 5 points, the respondents were most satisfaction with the willingness to provide service were average 4.67, satisfaction with the readiness for operations supervision were average 4.63, and satisfaction with laboratory environment were 4.43, respectively.

The study on evaluation of customer satisfaction of sample analysis services, Science Center, Faculty of Science and technology, Suan Sunandha Rajabhat University can use the research results to improve the scientific sample analysis service of the Science Center. In order to create impressive services for users in the future.

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