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STUDY OF SATISFACTION IN USING MULTIMEDIA PRODUCTION LABORATORY HANDBOOK COLLEGE OF LOGISTICS AND SUPPLY CHAIN, SUAN SUNADHA RAJABHAT UNIVERSITY

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ABSTRACT

Abstract— The study of satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University aims to 1) to develop the Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University. 2) to study the results of use Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University. The population used in the research was drawn from academic staff, academic support and students, totaling 100 people. used to collect data with questionnaires and statistics used to analyze the data, including percentage, mean and standard deviation. The research results are summarized as follows:

1. Three features of The Multimedia Production Laboratory handbook quality, including format, contents and implementation, were at a high level.

2. The overall satisfaction of the respondents with the three features of Academic staff, academic support and students with The Multimedia Production Laboratory handbook including format, contents and implementation were at a high level.

Keywords— satisfaction study, multimedia production laboratory, handbook

INTRODUCTION

Audio-visual services must meet with important service tasks. Responding to the needs of service users quickly, but at the same time, it must be right to return to meet the needs of each type of equipment with extended demands. Longer usage packages in addition, during times when there is a need to use a lot of equipment. Limited accessibility of laboratory staff may not provide thorough advice This may cause delays in operations. Including the implementation of various activities of the agency Operations create manuals that provide instructions and methods for correct use of equipment. Therefore, a manual for operating audio-visual equipment has been prepared in order to ensure that the operation is of the same standard. no confusion Helps to build confidence in operations, reducing complex work procedures. and able to work accurately and quickly.

Multimedia production laboratory means a place that consists of installing equipment and tools suitable for multimedia production. Whether it is recording images on a tape recorder or whether it is broadcasting the program live directly to the audience. In another case, it might be recording part of the show on tape to edit in the room. post-production in order to be a complete multimedia medium the multimedia production lab's design and furnishings are similar to and influenced by a film studio. But there will be some special differences in order to produce multimedia materials specifically for education.

Satisfaction refers to the emotional state of a person when their needs are met according to their expectations. Job satisfaction is the worker's attitude towards the work he does, which is expressed as a liking or disliking of the job attributes in the performance rewards. and in a work environment that fosters quality work and cooperation. The work system runs smoothly. Have a good working atmosphere and impressive appearance Especially the service recipients are satisfied. Components of job satisfaction consisted of satisfaction resulting from fulfilling physical, mental and learning needs. Job satisfaction assessment was a feeling assessment. thoughts and behavior It can be assessed by means of observation, interviewing and questioning. A popular questionnaire is carefully constructed and properly based on the theory of measurement and evaluation. and interpret the results for utilization to continue to operate as needed.

From the aforementioned reasons and origins Therefore, he realized the importance of developing a user manual for multimedia production laboratories. College of Logistics and Supply Chain Suan Sunandha Rajabhat University so that the operation is the same standard no confusion Helps to build confidence in operations, reducing complex work procedures. and able to work accurately and quickly which will lead to the development of the audio-visual work of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University to continue to improve.

LITERATURE REVIEWS

Satisfaction is a word that has various meanings derived from conceptual conceptual views. and the beliefs of each individual upheld Many scholars have given the meaning as follows

Phanida Chaipanya (1998) said that measuring that satisfaction This can be done in several ways:

1. Using a questionnaire by the designer Want to know opinions which can be done in the form of selecting an answer. or answer independent questions Such questions may ask preferences in various fields so that all respondents come together as one pattern. It is often used when a large sample size is required. This method is the most commonly used method for measuring attitudes. The questionnaire was used to measure attitude. One of the popular methods currently used is the Likert scale, which consists of a statement showing a person's attitude towards a particular stimulus with five responses indicating a level of feeling, such as very much. The most, the most, the medium, the least, the least

2. An interview is a way for the researcher to ask questions by talking. with a plan prepared in advance to get the most truthful information

3. Observation is a way to measure satisfaction. By observing the behavior of the target person, whether it is expressed from speech, verb, gestures, this method requires serious action. and observed in a systematic way This is an ancient method of education. and is still widely used today

According to the satisfaction measurement study In conclusion, the measure of satisfaction indicates a person's preference for an object. which can be measured in many ways, interviews, opinion questionnaires Using a sentiment survey

Pichsinee Chompookham (2018) has mentioned in the research papers that a questionnaire is a form of a series of questions that have been compiled in a systematic and systematic manner. to measure what the researcher wants to measure from the sample or the target population to derive facts in the past present and future predictions The questionnaire consisted of a carefully constructed list of questions. to collect information about opinions or facts By sending to the sample group on a voluntary basis, using the questionnaire as a tool for collecting that data. Forming questions is an important task for researchers. Because the researcher may not have the opportunity to meet with the respondents to explain the various meanings of the questions. want to collect

Tomani Suksai (2018) Student Satisfaction towards Teaching Methods and Opinions of the Logistics Information Technology Course. to determine the teaching plan and develop teaching and learning to be even better which is important for learners to be knowledgeable people competence and expertise Knowledge of logistics has been developed. Understand and be able to effectively apply information technology to solve logistics problems.

METHODS

1. Population determination and sample selection

The population used in this study were professors, staff and students of the Logistics and Supply Chain College. fiscal year The researcher has used such information to define a sample group. To be used to collect data of 100 people using the principle of Krejcie and Morgan, which sets the size of the sample from equal to 100.

2. Creation of research tools

2.1) Tools used in this research It is a questionnaire divided into 4 parts:

Part 1 General information of respondents

Part 2 study of satisfaction in using Multimedia Production Laboratory handbook

Part 3 Comments and Suggestions

2.2) Tool Creation

This opinion measurement questionnaire the researcher created it himself. by studying from relevant documents and research brought to define the question to be measured and grouping the questions into a system to answer the research, divided into 3 parts, consisting of.

Part 1 General Information of Students, Teachers, Staff

The researcher has studied relevant documents and research reports. To consider the variables likely to play a role in opinions, including gender, type of personnel. Multimedia Production Laboratory User's age

Part 2 studied the satisfaction of equipment borrowing and returning services of multimedia production laboratories. College of Logistics and Supply Chain Suan Sunandha Rajabhat University Which is classified into 10 issues, namely: 1. System for using multimedia production laboratory equipment The format is difficult to access. 2. System for using multimedia production laboratory equipment data accuracy accurate and complete 3. System for using multimedia production laboratory equipment Categorized data Designed for complete use 4. System for using multimedia production laboratory equipment It is convenient to use the program. format and method of presentation 5. System for using multimedia production laboratory equipment The screen is designed to be easy to use. simple menu 6. System for the use of multimedia production laboratory equipment have the ability of the system to be utilized 7. System for the use of multimedia production laboratory equipment is up to date 8. Working process of equipment of multimedia production laboratory is fast in using the service 9. System for using multimedia production laboratory equipment Meets the desired purpose 10. Satisfaction with the overall picture of the use of the multimedia production laboratory utilization system.

Part 3 Comments and Suggestions

3. Data collection

The researcher used a questionnaire to study satisfaction with the use of multimedia production laboratories. College of Logistics and Supply Chain Suan Sunandha Rajabhat University Distributed to students, professors, staff of the College of Logistics and Supply Chain, various departments by themselves. The researcher brought the questionnaire to distribute after using the multimedia production laboratory. College of Logistics and Supply Chain Suan Sunandha Rajabhat University completed of students in various departments, various departments, the researcher has gradually collected data from students in various departments until complete, totaling 100 sets.

4. Data analysis

The researcher processed the data using a computer program for social science research (Statistical Package for the Social Science: SPSS). Data were analyzed using statistical methods. Frequency distribution, percentage, mean (\bar{x}) and standard deviation (S.D.) show the analytical results.

1. Use frequency and percentage distribution methods to show general information of students classified by sex, faculty of study, curriculum, period of study. and use of audio-visual equipment
2. Use the mean (\bar{x}) and standard deviation (S.D.) to show the level of problems with the use of audio-visual services.
3. Use the mean (\bar{x}) and standard deviation (S.D.) to show the level of demand for audiovisual equipment required to be provided for additional services.
4. Use the mean (\bar{x}) and standard deviation (S.D.) to show the level of demand for audio-visual services.

RESULTS

Use satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University

Table 1 Mean and Standard Deviation of Scores Multimedia Production Laboratory handbook College of Logistics and Supply Chain Suan Sunandha Rajabhat University

Satisfaction in using Multimedia Production Laboratory handbook	\bar{X}	S. D	Level
Category 1 Handbook style			
1. The size of the manual is appropriate and compact.	4.80	0.42	High
2. The color and design of the cover of the guidebook is interesting.	4.60	0.70	High
3. The font style is easy to read and beautiful.	4.60	0.70	High
Category 2 Content			
1. The content of the manual is easy to read and understand.	4.90	0.32	High

Satisfaction in using Multimedia Production Laboratory handbook	\bar{X}	S. D	Level
2. The contents of the manual meet the requirements.	4.50	0.53	High
3. Arranging the content in a hierarchical order, consistent with and well connected	4.60	0.52	High
4. The completeness/sufficiency of the content in the manual	4.80	0.42	High
5. knowledge from the manual Can be used to solve problems by yourself and to recommend others.	4.60	0.70	Much
6. The contents are explained accurately.	4.30	0.67	Much
Category 2 Aspect of use			
1. Able to use the manual in actual practice	4.50	0.53	High

From Table 1, it was found that the Satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply Chain Suan Sunandha Rajabhat University has 10 issues, which most personnel are most satisfied with is The content of the manual is easy to read and understand had an average of 4.90 , followed by The size of the manual is appropriate and compact. with an average of 4.80, followed by The completeness/sufficiency of the content in the manual, followed by The color and design of the cover of the guidebook is interesting The accuracy of the data is accurate and complete with an average of 4.60 . Followed by The font style is easy to read and beautiful with an average of 4.60 , followed by Arranging the content in a hierarchical order, consistent with and well connected with an average of 4.60 , followed by knowledge from the manual Can be used to solve problems by yourself and to recommend others with an average of 4.60, followed by The contents of the manual meet the requirements with an average of 4.50 . followed by Able to use the manual in actual practice had an average of 4.50 and the lowest satisfaction was the The contents are explained accurately have an average of 4.30

CONCLUSION AND FUTURE WORK

The purpose of this research was to study the satisfaction towards the study of satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University.

From research on A study the satisfaction towards the study of satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University Objective: to study the level of satisfaction in Multimedia Production Laboratory handbook in order to use the research results to plan and prepare the budget and power rate of the audio-visual work group in supporting the academic service of the College of Logistics and Supply Chain and needs of students, teachers and staff

The samples used in this research were 100 professors, staff and students of the College of Logistics and Supply Chain.

The general characteristics of the sample group, most of the teachers, staff and students were regular students of the Bachelor of Business Administration program who had come to study at the College of Logistics and Supply Chain.

The research tools were questionnaires consisting of 1) General information 2) Satisfaction with Multimedia Production Laboratory handbook. College of Logistics and Supply Chain Suan Sunandha Rajabhat University 3) including comments and suggestions This questionnaire was created by the researcher from studying the structure of the audio-visual work group. Role/Duty/Vision of the College of Logistics and Supply Chain with various changes and roles and responsibilities of the audio-visual unit audio-visual media services in various educational colleges as well as related research in consultation with experts

Data collection and analysis The researcher collected data by himself and analyzed the data. The percentage, mean (\bar{X}) and standard deviation (S.D.) statistics were used by using the SPSS / PC package program.

Satisfaction in using Multimedia Production Laboratory handbook

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problems by yourself and to recommend others with an average of 4.60, followed by The contents of the manual meet the requirements with an average of 4.50 . followed by Able to use the manual in actual practice had an average of 4.50 and the lowest satisfaction was the The contents are explained accurately have an average of 4.30

Discussion of research results

From the research the study of satisfaction in using Multimedia Production Laboratory handbook College of Logistics and Supply chain, Suan Sunadha Rajabhat University, it was found that Most users are satisfied with Multimedia Production Laboratory handbook is high. Handbooks are beautiful, well sized, readable, and contain accurate and complete content. Users can use them for real use. Researchers can use various equipment in the multimedia production laboratory without having to wait for the help of the laboratory staff. resulting in fast work and manage human resources more efficiently.

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