

THE INTERNATIONAL STUDENT SATISFACTION TOWARD ADMISSION SERVICES OF COLLEGE OF LOGISTICS AND SUPPLY CHAIN, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Abstract—The objectives of this research are 1) to study problems and to find solutions to international student admission service problems, and 2) to develop international student admission services. The sample was 100 international master students of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, in the academic year 2021. The simple random sampling was used to select the sample. The research tool was a questionnaire. The statistics used for data analysis were frequency distributions, mean, percentage, standard deviation and rating. The results showed that 1) the international students were satisfied with the college admission services at a high level, and 2) factors affecting international student satisfaction toward the college admission services included the facilities, followed by the process, and personnel, respectively. These results can be a guideline to improve the college admission services and satisfy the international master students in the future. Moreover, academicians can use the research findings to extend their study on student satisfaction.

Keywords— Admission Services, Master's Degree, Student Satisfaction

INTRODUCTION

Nowadays, technology is evolving and changing rapidly, making lifestyles in various aspects of people has changed dramatically. Whether it's communication, including various transactions such as teaching education entertainment advertising and public relations that changes the format from the use of paper or documents into the format of document files, images, or videos, as well as the internet network that has been developed to have more speed and can be accessed from anywhere, anytime, making life more convenient and getting news more quickly. In addition, the exchange of knowledge and opinions through the internet network in which many agencies have foreseen the necessity of bringing information technology to help in their work. In education information technology has also been used for the development of the education system because it can help with various tasks proceeded with speed, and accuracy, saving time and labor. Nowadays, information technology plays an important role in today's education industry from kindergarten to tertiary level along with being beneficial to students in terms of education and knowledge in addition to learning in the classroom. It also helps to facilitate contact or receive news from educational institutions.

College of Logistics and Supply Chain, Suan Sunandhachen Rajabhat University, has opened for teaching at the master's degree level with more than 200 students studying and graduating and it is expected that in the future there will be many more students. Therefore, to operate in an era of high competition to produce graduates to meet the needs of enterprises completely, the college has a commitment to continuing to create excellence in all aspects for graduates. So, personnel in all departments, therefore, are very important to help drive the college to continue its goal of creating personnel with expertise in the logistics profession.

LITERATURE REVIEWS

Service Quality

Service quality is considered an important tool for a firm's struggle to differentiate itself from its competitors (Ladhari, 2009). The relevance of service quality to companies is emphasized here especially the fact that it offers a competitive advantage to companies that strive to improve it and hence bring customer satisfaction. Service quality has received a great deal of attention from both academicians and practitioners (Negi, 2009) and services

marketing literature service quality is defined as the overall assessment of a service by the customer (Eshghi et al., 2008).

Ghylin et al. (2008) points out that, by defining service quality, companies will be able to deliver services with higher quality level presumably resulting in increased customer satisfaction. Understanding service quality must involve acknowledging the characteristics of service which are intangibility, heterogeneity and inseparability (Parasuraman et al., 1985). In that way, service quality would be easily measured. In this study, service quality can be defined as the difference between customer's expectation for service performance prior to the service encounter and their perception of the service received. Customer's expectation serves as a foundation for evaluating service quality because, quality is high when performance exceeds expectation and quality is low when performance does not meet their expectation (Asubonteng et al. 1996). Expectation is viewed in service quality literature as desires or wants of consumer i.e., what they feel a service provider should offer rather than would offer (Parasuraman et al., 1988).

Perceived service is the outcome of the view of the service dimensions, which are both technical and functional in nature (Gronroos, 1982). The customer's total perception of a service is based on his/her perception of the outcome and the process; the outcome is either value added or quality and the process is the role undertaken by the customer (Edvardsson, 1998). Parasuraman et al. (1988) define perceived quality as a form of attitude, related but not equal to satisfaction, and results from a consumption of expectations with perceptions of performance. Therefore, having a better understanding of consumers attitudes will help know how they perceive service quality in grocery stores.

Negi (2009) suggests that customer-perceived service quality has been given increased attention in recent years, due to its specific contribution to business competitiveness and developing satisfied customers. This makes service quality a very important construct to understand by firms by knowing how to measure it and making necessary improvements in its dimensions where appropriate especially in areas where gaps between expectations and perceptions are wide. In the context of grocery stores, we are not only interested in learning more about the factors associated to service quality perceived by customers and how service quality is measured but also provide a direction for improvement of service quality in order to bring customer satisfaction. The consumer who has developed heightened perception of quality has become more demanding (Srisawat & Aunyawong, 2021) and less tolerant of assumed shortfalls in service or product quality and identify the intangible elements (inseparability, heterogeneity and perishability) of a service as the critical determinants of service quality perceived by a customer (Douglas & Connor, 2003). It is very vital to note here that, service quality is not only assessed as the end results but also on how it is delivered during service process and its ultimate effect on consumer's perceptions (Douglas & Connor, 2003).

A successful service must consist of various attributes of service quality components: 1) Reliability, consistency and dependability (Aunyawong et al. 2018); 2) Responsiveness, including willingness to serve readiness to serve, and devotion time have contact continuity and good treatment of service users (Aunyawong, Wararatchai, & Hotrawaisaya, 2020); 3) Competence, namely the ability to provide services The ability to communicate, and the ability to know how to serve (Sommanawat et al. 2021; 4) Access that service users can use or receive services conveniently, the procedures are not complicated, service users spend less time waiting. Service hours are convenient for the client and are in a place that is convenient for the client to contact (Barry 1986); 5) Courtesy, showing courtesy to service users, providing appropriate hospitality, and having a good personality (Setthachotsombut & Aunyawong, 2020); 6) Communication, i.e. communication clarifying the scope of service work and explaining the process of using the service (Villegas-Puyod et al., 2022; Aunyawong, 2017); 7) Credibility; 8) Security, physical security such as tools and equipment; 9) Understanding, learning users' advice and attentive service recipients and paying attention to service recipients (Prachayapipat et al., 2022); 10) Tangibility, including the preparation of equipment to be ready for service, preparing equipment to facilitate service users, and arranging a beautiful, clean service place (Waiyavat et al., 2022).

Student satisfaction

Customer satisfaction is conceptualized as transaction-specific meaning. It is based on the customer's experience on a particular service encounter (Cronin & Taylor, 1992; Nopphakate & Aunyawong, 2022) and also some think customer satisfaction is cumulative based on the overall evaluation of service experience (Jones & Suh, 2000). These highlight the fact that customer satisfaction is based on experience with service provider and

also the outcome of service. Customer satisfaction is considered an attitude (Yi, 1990; Aunyawong, Waiyawuththanapoom, Setthachotsombut, & Wisedsin, 2020). In the case of grocery stores, there is some relationship between the customer and the service provider and customer satisfaction will be based on the evaluation of several interactions between both parties, while in the case of food industry it will be based on the interaction between manufacturers and customers (Yuyangyuen & Aunyawong, 2023; Pakompongwatthana & Aunyawong, 2022; Pintuma & Aunyawong, 2021) as well as leading to supply chain performance (Phrapratanporn et al., 2019). Therefore this study will consider satisfaction as a part of overall student attitudes towards the admission service provider that makes up a number of measures. Giese and Cote (2000) clearly state that there is not generic definition of customer satisfaction and after carrying a study on various definitions on satisfaction they came up with the following definition, “customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, postconsumption)”. From this definition, it is clear that the consumer’s satisfaction is determined for his/her shopping experience in the grocery store. Customers’ level of satisfaction is determined by their cumulative experiences at all of their points of contact with a supplier organization. If the shopping experience provides qualities that are valued by the consumer then satisfaction is likely to result (Huddleston et al., 2008; Nualkaw et al., 2021; Hiranphaet et al., 2022; Phrapratanporn et al., 2022). This clearly pinpoints the importance quality when carrying out purchase and this relates to grocery stores that offer variety of products with different quality. Fornell, (1992) clearly defines customer satisfaction as an overall post-purchase evaluation by the consumer and this is similar to that of Tse & Wilton (1988) who defined customer satisfaction as the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption. These definitions consider satisfaction as a postpurchase response and in the case of grocery stores, shopping experience is important in evaluating customer satisfaction. According to Wicks & Roethlein, (2009), customer satisfaction can be formed through an affective evaluation process and this affective evaluation is done following the purchase experience by the consumer.

Student satisfaction is the subjective perceptions, on students’ part, of how well a learning environment supports academic success. Strong student satisfaction implies that appropriately challenging instructional methods are serving to trigger students’ thinking and learning. Important elements in student satisfaction are likely to concern the role of the instructor and of the students; these elements may be central to student learning. The present study explored some of these elements, in an effort to begin identifying the ones most helpful for ensuring students’ academic success (Winberg and Hedman, 2008).

Relationship between service quality and student satisfaction

According to Sureshchandar et al., (2002), customer satisfaction should be seen as a multi-dimensional construct just as service quality meaning it can occur at multi levels in an organisation and that it should be operationalized along the same factors on which service quality is operationalized. Parasuraman et al., (1985) suggested that when perceived service quality is high, then it will lead to increase in customer satisfaction. He supports that fact that service quality leads to customer satisfaction and this is in line with Saravana & Rao, (2007) and Lee et al., (2000) who acknowledge that customer satisfaction is based upon the level of service quality provided by the service provider.

According to Negi, (2009), the idea of linking service quality and satisfaction has existed for a long time. He carried a study to investigate the relevance of perceived service quality in determining customer overall satisfaction in the context of mobile services (telecommunication) and he found out that reliability and network quality (an additional factor) are the key factors in evaluating overall service quality but also highlighted that tangibles, empathy and assurance should not be neglected when evaluating perceived service quality and customer satisfaction. Such study was based only on a mobile service and we think it is very important to identify and evaluate those factors which contribute significantly to determination of perceived service quality and overall satisfaction.

Fen & Lian, (2005) found that both service quality and satisfaction have a positive effect on customer’s re-patronage intentions showing that both service quality and satisfaction have a crucial role to play in the success and survival of any business in the competitive market. Such study proved a close link between service quality and satisfaction. A study carried out by Magi& Julander, (2009), among grocery stores in Sweden showed a positive relationship between perceived service quality, satisfaction and loyalty. It was proven that satisfaction results from high perceived service quality and this makes the customer loyal. However, it could be possible that a satisfied customer must not necessarily become a loyal customer (Wararatchai et al., 2022).

METHODS

The sample was 100 international students of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The samples size was determined using Yamane's formula (1973) with a degree of error equal to 0.05. This study method focused on quantitative research to know the way to study the satisfaction of international student admission services of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University to find ways to develop services that can be used in practice. The research tool was a 5-point Likert scale questionnaire. The researchers have collected data for this research by sending a questionnaire to international master's degree students of the college, Statistics used in data analysis were frequency, mean, percentage, standard deviation, and scoring. In interpreting student satisfaction with international student admission service, the satisfaction score was divided into 5 levels as follows: 5 means the most satisfied, 4 means very satisfied, 3 means moderate satisfaction, 2 means less satisfaction, and 1 means least satisfied.

RESULTS

The researchers have discussed the results of the data which is the opinion of the sample, only the important parts and interesting verses, including consistency with objectives, demonstrating differences or consistency Compared with other theoretical concepts and research as follows.

The findings on factors affecting student satisfaction with international student admissions services of the college explained that there was a process for providing services with clear steps to follow and could meet the needs of service recipients every time. The services were reliable, correct, and appropriate, which were consistent with the opinions of the students on the point that personnel were sufficient in providing services. The research results showed that satisfaction was at a moderate level. It depicted that registration work had a variety of service channels to choose from. There were clear operating procedures. But the needs of students are the same. They used the service at the same time and there are many that may cause the service recipient to be inconvenient. Waiting for a long time and wasting time in coordinating directly affects the satisfaction of the service, which was like the heart of the service, such as enrollment seeking advice in various fields, etc.

Overall student satisfaction with the college in all 4 aspects was at a high level, sorted from average to descending as follows: facilities process and personnel. The results could be explained as the college availability of buildings to provide services to service users. There was enough certification for the service recipient, such as a room of a suitable size, clean, tidy, with clear signposts. Service recipients received convenience from using the service. There were clear signposts. The equipment used in the operation was sufficient, modern, and ready to use. The service recipients did not have to waste time in coordinating as there are various and fast service channels to choose from.

CONCLUSION AND FUTURE WORK

From the results of the study, it can be concluded that although the service users for admission services have an overall satisfaction at a high level, but service providers still need to improve in terms of the service process, there should be one-stop service. While in terms of personnel, officers should speak politely and attend service training with service mind for officer. In terms of information, there should be public relations about regulations for performing tasks more clearly by adding ways to contact work on the website of the office, and there should be providing services for filling out forms on the website for added convenience and speed. In addition, to be able to facilitate and serve the students to the fullest, the problem and obstacles that arise should be added to the content of the agenda. Then, related people have proposed ideas and discuss together about problem solving methods

For future work, the additional study of other variables that may affect the international student satisfaction of towards admission services of the college such as publicizing through various public relations media, especially digital or social media (Aunyawong, 2015; Sooksai et al. 2022), or technology and innovation adoption (Wisedsin et al., 2020; Kerdpitak et al., 2022) in order to bring more information in the study the factors affecting consumer satisfaction comprehensively. Moreover, in this research, the researcher collected data from a sample which was a student in College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. Therefore, the information obtained from the research was only based on one group and one area only. The results of the research obtained thus cannot be used generally. Hence, the next research area such as in another college or university should be studied to obtain a variety of information and effective evidence that can be used for further research.

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