

THE QUALITY DEVELOPMENT OF ONLINE ACADEMIC SERVICES, COLLEGE OF LOGISTICS AND SUPPLY CHAIN, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Abstract—The research's objectives are 1) to develop online academic services to meet the student's requirement, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. 2) To evaluate the use of the online academic services, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The 500 students at College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, 2022, are research population. The questionnaire is used as research tool. The statistics are used for analyzing such as frequency, mean, percentage, Standard Deviation and Rating.

The results show that 1) the overall students are very satisfied with the online registration service. (Mean = 3.66, SD = .74). 2) Factors affecting satisfaction with online registration services is building with highest satisfaction level (Mean = 3.93, SD = .68), facilities and process are very satisfied (mean = 3.91, SD = .67), (Mean = 3.90, S.D. = 1.06), respectively. Finally, personal is at moderate satisfaction level (Mean = 2.96, SD = .55). Therefore, the satisfaction on the online registration service, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University is not consisted with the research hypothesis test, that the students are satisfied with online registration service, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, except in term of personnel.

Keywords— Satisfaction, Service, Registration

INTRODUCTION

Nowadays, it is an era of information technology that has developed and changed rapidly and continually. make lifestyle in various aspects of people has changed dramatically. Whether it's communication various transactions teaching education Entertainment such as advertising and various public relations that change from paper or document format In the form of document files, images or videos, as well as the Internet network that has been developed to speed up. Can be accessed from anywhere, anytime, making life more convenient. get news faster In many agencies, they foresee the need to bring 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 various tasks. Proceeding with speed, accuracy, saving time and labor due to the convenience, speed and up-to-date communication via the Internet, the Internet plays an important role in today's education circle. from kindergarten to tertiary level In addition to 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 the school. The registration system is a system that collects accumulated record data with pledge to issue reports and document academic performance. Student registration is one of the tasks that is very important to support systematic teaching and learning. This is to facilitate the provision of services to teachers who teach registration. And the students who will coordinate together throughout the period that the student is in and out of the status. being a student of school Most of the work will focus on providing services such as preparing student profiles, grading, recording students' academic performance in every semester. issuing educational documents which requires knowledge, precision and speed

College of Logistics and Supply Chain It offers teaching at bachelor's, master's and doctoral levels with more than a thousand students. and expected in the future There will be many more students. Therefore, in order to operate in an era of high competition in order to produce graduates to meet the needs of enterprises completely. Thus, the College of Logistics and Supply Chain Suan Sunandha Rajabhat University Must strive to continue to create excellence in all aspects for graduates. Therefore, people in every job position Therefore, it is very important to help drive the college to continue in the future.

LITERATURE REVIEWS

CONCEPTS AND THEORIES ABOUT SERVICE QUALITY

Parasuraman, Zeithaml, & Berry (Parasuraman, Zeithaml, & Berry,1985) has defined the quality of service as Quality is the result of the customer's or customer's expectation of that service. Quality is the best service product with value and appropriateness to meet the needs of service users. It arises from the comparison between expectations and perceptions of the service/product. If the service recipient receives the service as expected It can be said that the service quality Quality is therefore a comparison between the customer's expectations of the product. or service with the real perception that there is if the customer or service recipient sees those products or services as the best and meets expectations. It can be considered that such products or services have quality and the quality of this service.

Goetsch & Davis (Goetsch & Davis,1997) has meant that is a framework for looking at quality, explaining that the quality of service It is a control to ensure service quality. Which is different from the quality in the production of goods or products This is because the way to control the quality of service is difficult to do. At the same time, the quality of service is also an important factor affecting the image of the organization. The service recipient will be inspected. from the process of starting the service until the end of the service The service will be even better. If the service recipient does Assessment of the service at that time

Lewis & Bloom (Lewis & Bloom,1983) has given meaning Service quality as a measure of the level of service delivered by a service provider to a customer or client and how well it meets his needs. Delivering Service Quality means responding to service recipients based on the expectations of the service recipient.

TOOLS TO MEASURE SERVICE QUALITY

Chatchawan Orawongsupatat (2011) Measure the quality of service, we often use the satisfaction index method.entioned the concept of service quality measurement as follows. To me (Customer Satisfaction Index-CSI) of customers or service recipients after receiving that service But in general, the problem of measuring the quality of service is Often depends on how to measure the conditions that lead to reflecting the quality of service. Is to meet or meet the expectations of service recipients that actually occur or that I have mentioned before that it is the satisfaction that the service recipient feels that the service that he has received. in line with the expectations set or known, such as receiving services from people directly (the one-on-one), receiving services from face to face (Face-to-face) and the interaction between the service provider and the customer. I have mentioned before that it is the satisfaction that the service recipient feels that the service that he has received. in line with the expectations set or known, such as receiving services from people directly (the one-on-one), receiving services from face to face (Face-to-face) and the interaction between the service provider and the customer.

METHODS

1. POPULATION AND SAMPLE

Data collection for this study included students from the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University Nakhon Pathom Campus, 2,853 people

The sample group used this time was undergraduate students in the regular program of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University Nakhon Pathom Campus, Academic Year 2022, 500 people. Determine the size of the samples using the formula of Yamane (1973 : 887, cited in Teerawut Aekakul 2003 : 135) where the error level is 0.05.

2. RESEARCH TOOLS

The tool of this research was a questionnaire. (Questionnaire) created for the purposes of the research. To study the satisfaction of online academic services. College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus

3. DATA COLLECTION

Collect information from undergraduate students, regular program, College of Logistics and Supply Chain Suan Sunandha Rajabhat University Nakhon Pathom Campus It's a closed-ended question. by selecting only one answer General information by selecting only one answer, there are 4 questions: 1) Gender The level of measurement is nominal level. (Nominal Scale) 2) Education level The level of measurement is a rating scale. (Ordinal Scale) 3) grade level, academic year The level of measurement is an Ordinal Scale. 4) Field of study. (Nominal Scale)

4. DATA ANALYSIS

Data analysis this research The researcher used the data for statistical analysis to verify the hypothesis. by using a ready-made program The details are as follows: Data recording, checking the accuracy of data recording and analyzing data of students, including gender, education level, year level, and field of study using descriptive statistics, namely frequency distribution and percentage value.) and analyze the satisfaction of students towards the service of online academic work. College of Logistics and Supply Chain Suan Sunandha Rajabhat University, including frequency distribution, percentage (Percentage), mean (arithmetic mean) and standard deviation (Standard Deviation) and ranking (Ranking).

RESULTS

From the study, the development of academic service quality in online form College of Logistics and Supply Chain Suan Sunandha Rajabhat University as follows

1. The students were satisfied with the service of the College of Logistics and Supply Chain registration. Suan Sunandan Rajabhat University Overall, all 4 aspects are at a high level. Ranked from the highest to lowest average as follows: Facilities Process and personnel The results of this research can be explained as College of Logistics and Supply Chain Registration Suan Sunandha Rajabhat University Availability of buildings to provide services to service users There is enough certification for service recipients, for example, the room is appropriately sized, clean, tidy, with clear signposts. Service recipients receive convenience from using the service. There are clear signposts. The equipment used in the operation is sufficient and up-to-date. Ready to use, service recipients do not have to waste time in contacting and coordinating because there are a variety of service channels to choose from and quickly. The findings are consistent with Parasuraman, Zeithaml & Berry (1988); Seree Wongmonta (2015) and Cherdchat Takojeen (2016) discussed the creation of a service dimension. to be sure

2. Factors affecting student satisfaction towards the service of the College of Logistics and Supply Chain Suan Sunandan Rajabhat University. The results of this research can explain that the registration of the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University There is a service process with clear operating procedures. able to meet the needs of service recipients Every time the service is consistent, correct and appropriate, which is inconsistent with the opinions of the students on the point that personnel are sufficient in providing services. which the research results That is consistent with Panuchanat Permpool and Bandit Phrathathanporn (2021) Quality of Service Affecting Decisions to Study Master of Business Administration Program: A Case Study of Suan Sunandha Rajabhat University Students

CONCLUSION AND FUTURE WORK

Academic work is the cornerstone to keep the college running smoothly. Since academic work is related to the educational management curriculum and teaching management Including the service give advice to students appropriately Up-to-date and meet the needs of students Because the aim of the school is Providing quality education to encourage learners to achieve their educational goals effectively. which depends entirely on academic work It can also lead to the development of academic services. and integrate with teaching and learning College

of Logistics and Supply Chain Research Suan Sunandha Rajabhat University by using an online service model in order to benefit the organization in the future

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