A STUDY OF SERVICE SATISFACTION OF THE DEAN,S OFFICE COLLEGE OF LOGISTICS AND SUPPLY CHAIN SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Abstract— The aim of this research is to: 1) to know the satisfaction of personnel in agencies affiliated with the Dean's Office, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University 2) to know the difference in service satisfaction of personnel in the dean's office. College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The population is 83 people, divided into supporting personnel and academic personnel. The tools of this research consisted of 1 questionnaire. The statistics used to analyze the data are percentage (%), average ($\bar{x}$), and standard deviation (S.D.).

The results showed that: Respondents have served in most general administrative agencies. It has an average of 40.5, followed by academics and teaching. There is an average of 20.8, Educational development work averaged 16.4, Research and academic services averaged 11.9, Policy and plan work averaged 10.4, respectively. It found that the frequency of agency services in the Dean's Office 1-5 times/week was an average of 70.5 frequencies, 6-10 times/week, an average of 18.8 frequencies, 11-15 times/week, an average of 8.3, and more than 16 times/week, representing an average of 2.2, respectively.

In the service of the dean's office agency found that. Process aspects The service process is satisfied to a large extent. The service aspect of the staff with satisfaction is at a considerable level. The facilities are moderately satisfied and the quality of service is satisfied at a very high level.

Keywords— Satisfaction Service

INTRODUCTION

Services of the Internal Departments of the Office of the Dean It is responsible for providing services, promoting and supporting the college's mission to achieve its expected goals. There must be coordination between internal and external departments, as well as services for the college's staff and students. The organization of services must be flexible, and agile. It can quickly solve potential obstacles. This will also promote a positive image of the agency in the organization. It can be seen that image is the basis that every large organization must pay attention to because the image is a matter of creation that requires a long and continuous period of creation for the person to capture the impression from being perceived, seen, experienced in various subjects and collected as a good image.

The provision of department services within the College will result in the college's operations being streamlined, efficient, and satisfying to its users. Narong Udomsri (1999) has given the meaning of the word satisfaction: everything that can reduce a person's tension. If the tension is high, it will cause dissatisfaction. This tension is the result of human needs, if humans have a lot of needs, then there will be a reaction. But if at any time the need is met, it will bring satisfaction. It's Providing satisfied services can also give users a positive attitude toward the organization. As Angana Boonsom (1996) puts it, attitude is a personal feeling that agrees or disagrees. It is a combination of the word view, which means opinion, and motto, which means precedent or character. The positive result is a sense of positive attitude that will result in love in the organization, resulting in cooperation and cooperation in the development of the university to flourish.

The college management process affects the growth of the organization as a result of the college's personnel having a good sense and attitude towards their performance, which involves various factors, boosting the morale of the person, and resulting in the achievement of efficiency and effectiveness of the work and the achievement

of the university's goals. In particular, personnel in the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, play an important role in organizing the education of young people to be graduates, practitioners, and complete human beings in terms of physical, mental, intellectual, knowledge, morality, ethics, and a culture of living happily together in society.

LITERATURE REVIEWS

1. Kitsch and behavioral theories

Definition of behavior Behavior, as defined by the Commemorative Edition (1987), may refer to:

Muscular expression Thoughts and feelings in response to stimuli Suda Chittagong (1982) says that a person's behavior or actions do not include only what is expressed. It also includes things that are inside of a person weighing outsiders not directly noticeable. E.g., the value that Yates is the principle of evaluating things, his views or attitudes (Altitude) that he has. To things, opinions, beliefs (Beliel), tastes, and the state of mind that is considered. The person's personality

Human behavior There are 7 elements.

1. Goal is the need that causes an activity to meet the needs that arise. Some needs can be met immediately, but others take a long time to achieve.

2. Readiness is the qualification or ability required to perform activities to meet the needs.

3. Situation is an event that provides an opportunity to choose an activity to meet the needs.

4. Interpretation is that before carrying out an activity, one must first consider the situation and then decide on a method that satisfies the needs.

5. Response is the act of performing activities to meet the needs by the method already selected in the interpretive step.

6. Consequence once is that, once an activity is carried out, the result is achieved. The consequences may be the idea, or they may be the opposite.

7. Reaction to Thwarting is that in case of not meeting the needs of the under human, one may go back and interpret the situation and choose a new method.

2. Service concept "Service"

According to the definition, the Royal Academy dictionary refers to the practice of service and convenience, such as this store serving good customer service. The practice of serving various conveniences, such as providing services(Royal Academy.

Chai Somphon Prasad (2003) discusses service, meaning the activity of the process.

Deliver the tangible good of the business to the recipient of this intangible delivery service. Must meet the needs of service recipients to the extent that they can be satisfied, which the classification of service businesses can.

There are 4 types of options:

1. The buyer owns the goods and takes the goods for services from men, such as car repair services.

2. The seller owns the goods and sells services to the buyer, such as the sarcophagus service. Pc Service

3. It is the purchase of services and goods such as restaurants.

4. It is the purchase of services without any money involved, such as weight loss institutions, traditional massage institutions, dental clinics, and banks.

Veerapong Chalermjirarat (2000) defines service as the process of service delivery from a service provider (customer), whereby service is touching and untouchable, and degrading. The service will be provided to the subscriber for examination of the service immediately or almost immediately upon the time the service is provided.

Service Management

Lovelock and Wright (2002) have provided the concept of mixed service management.

The eight components of I integrate senvice management refers to the planning and management of marketing activities, operations, and human resources with good coordination to achieve the success of the business and customer satisfaction as follows:

1. Product elements Every component of the service operation that can create value for customers consists of characteristics that are the main products. (Core Products) and Supplementary services, which represent the benefits that customers want and create competitive advantages that can satisfy customers.

2．Place distribution, cyberspace, and time are administrative decisions about when to deliver services to customers, place, delivery of product components to customers. Place, time delivery and will be related to distribution channels. In terms of physical (distribution) or speed and convenience, it is an important determinant of service delivery.

3. A process is a method of action or group of practices, which involves the necessary stages of the provision of services, i.e., the creation and delivery of products to customers. In the process, it describes the processes and procedures in the service operating system. Poor system design will cause problems for customers in terms of delays, ancient systems. Bureaucratic systems and inefficient service delivery are generally difficult procedures.

4. Productivity and Quality

4．1 Productivity is the method of using inputs in the service to convert into output to create added value for customers.

4.2 Quality (Quality) is a service level that can meet needs, wants and expectations.

5. People consist of customers and employees involved in the provision of services.

6．Promotion and education is a communication activity and design of incentives to satisfy customers for providing services in a particular matter.

7. Physical evidence is a visible incentive that leads to quality of service delivery.

8. Price and other user/o(lays) are expenses in the form of money, time and effort incurred in purchasing and using the Service.

Service Quality looks like this:

1. Access to services that customers must facilitate in terms of time. A place for customers is not to wait long. The location is appropriate to demonstrate the ability to reach customers.

2. Communication is accurately described using language that is easy for customers to understand.

3. Competence The personnel who provide services must have expertise and knowledge and ability to do the job.

4．Credibility The company and its personnel must be able to build trust and trust in the service by offering the best service to customers.

5. Courtesy Personnel must be human relations and sociable.

6. Reliability, the service provided to customers must be consistent and accurate.

7．Responsiveness: Employees must provide services and solve problems for customers as quickly as they need.

8. Security The services provided must be free from hazards, risks and problems.

9. Creating a service to be known (Tangible service received by the customer and allowing him to predict the quality of such service.

10．Understanding /knowing the customer: Employees must strive to understand the customer's needs and pay attention to meet such needs.

3. Theoretical concepts of satisfaction

Morse (Narong Udomsri. 1999: It says, "Satisfaction is everything that can reduce a person's tension. If the tension is high, it will cause dissatisfaction, which this tension has as a result of human needs. If humans are very demanding, then there will be a reaction. Demand, but if at any time the need is met, it will bring satisfaction."

According to Aday & Anderson. 1975 : 4), it refers to satisfaction as "reliance on satisfaction as feelings or opinions related to the attitude of the person caused by the experience that the subscriber has entered the property, and that experience is based on the expectations of the subscriber, in which satisfaction more or less depends on different factors."

1．Customer satisfaction is an important strategic tool. To increase the segment, dominate the market and profitability.

2. Customer satisfaction is an important policy of management.

3. Customer satisfaction is intertwined with all parts of the organization.

4. Customer satisfaction can be measured and ascertained.

5．Customer satisfaction is a guideline for organization structuring, the basis of which customer satisfaction is the mental state of the customer that has been adequately responded .Or rather, in terms of necessity. The

demands and expectations of a product or service, which results in repeat purchases and brand loyalty, can be divided into 3 groups according to the level. Satisfaction is a group of customers.

That's until Satisfied customers and satisfied customers

Customer satisfaction with service

John D. Millett (Nipapan Kaew Panchayat. 1999) detailed the satisfaction of the service or its ability to satisfy the recipient as follows:

1. Equitable service is a fair service, i.e. an equitable service. There is equality along the lines of state administration. There is no stratification, or discouragement in service.

2. Time service, if it is not timely, there will be no efficiency, and satisfaction will not occur.

3. Adequate service provision (Ample service) with the appropriate number and location of services.

4. Continuous service providing consistent public services.

5. Providing progressive service is an increase in efficiency or capability.

METHODS

Population and samples

- Population The population in the College of Logistics and Supply Suan Sunandha Rajabhat University

- Characteristics of samplers, academic support personnel, academic personnel

- Sample size Number of surveys conducted on academic support personnel, academic staff of the college Logistics & Supply Suan Sunandha Rajabhat University Period: 1 November - 28 February 2023

The source of the data consists of 2 parts:

- Secondary data is the collection of information from various reference documents and related research results to create questionnaires.

- Primary information is the collection of information from service personnel of agencies affiliated with the Office of the President. Suan Sunandha Rajabhat University using self-respond questionnaire method

- Collect information and tools used

- Study relevant texts, documents, articles, theories, principles, and research to determine the scope of research and create comprehensive research tools according to research objectives.

- Define the scope of the query,which is related to the defined framework, and then create a simulated query. The generated questionnaire must be consistent with the purpose, definition, terminology and sample.

- The researcher takes the generated questionnaire to the expert. Check the content validity and shortcomings of the questions to be consistent with the objectives, definitions, terminology, and samples. Codify the opinions of all qualified persons who have been considered. Questionnaires on a case-by-case basis and then updated to meet the recommendations of qualified persons.

RESULTS

Collect information and tools used

1. Introspection of the personal characteristics of the sample.

In this study, The data was collected from a total of 83 samples of individuals based on gender, type of service recipient, service agency, service channel, and frequency of service usage.

Part 1 Analysis of the individual characteristics of the samples in this study. Individual factors were collected from a total of 83 samples.

It includes information on the type of service recipient, the agency that uses the service, the channel of service, and the frequency of use of the service.

	Personal characteristics	Number of (people)	percent
Subscriber Type	Support personnel	31	37.3
	Academic staff	52	62.7
Agencies using the service	General Administration	34	40.5
	Educational Development	14	16.4

	Personal characteristics	Number of (people)	percent
	Academics and teaching	17	20.8
	Policies & Plans	8	10.4
	Research and Academic Services	10	11.9
Frequency of service	1-5 times/week	59	70.5
	6-10 times/week	16	18.8
	11-15 time/week	6	8.3
	More than 16 times/week	2	2.2

Table 1 shows the personal characteristics of the sample used to collect the data.
The details are as follows:
The service recipient category found that the respondents were support personnel. There were 31 of them.
Average 37.3. Followed by academic staff, 52. 62.7.Respectively.

Agencies using the service Found that respondents had used the services in the general service agencies. 34 people averaged 40.5 in educational development, 14 in education, 16.4 in academic and teaching, 17 in average, 20.8 in policy and planning, 8 in average, 10.4 in research and academic services, 10 in average, 11.9 in education.

Frequency of use of services It was found that respondents to the question indicated the frequency of using the agency services.
In the Dean's Office, 1 - 5 times/week, 59 people averaged 70.5 frequencies 6 - 10 times/16 people averaged 18.8, 11 - 15 times/week, 6 averaged 8.3, and More than 16 times/week, 2 people averaged 2.2, according to the census.

Part 2 Analysis on the study of service problem conditions of the Office of the Dean of Rajabhat University, Suan Sunandha of the analysis sample with respect to the study of the service problem condition of the Office of the Dean. Suan Sunandha Rajabhat University: Process Service procedures
Provide staff services, facilities, quality of service by enumerating them into average scores (X) and standard deviations (S.D.).

Table 2 Analysis of the Dean's Office's Study of Service Issues Suan Sunandha Rajabhat University

Service problem conditions	Satisfaction level		
	X	S.D.	Interpret the results
Process aspects, service procedures	3.56	0.74	Satisfaction is very high.
Staff services	3.68	0.78	Satisfaction is very high.
Facilities	3.48	0.81	Satisfaction is moderate.
Quality of service	3.53	0.76	Satisfaction is very high.

In the service of the dean's office agency found that. Process aspects The service process is satisfied to a large extent. The service aspect of the staff with satisfaction is at a considerable level. The facilities are moderately satisfied and the quality of service is satisfied at a very high level.

CONCLUSION AND FUTURE WORK

Results of research Dean's Office Service Satisfaction Study College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, summarizes the results as follows:
Part 1 Analysis of the individual characteristics of the sample
The respondents were found to be support personnel. Of the 31 respondents, 37.3 percent were academic staff, 52 of whom were academics, representing 62.7 percent of the agencies that used the service. There were 17 students, 20.8 percent in educational development, 14 in research and academic services, 10 in research and academic services, 11.9 percent, and 8 in policy and planning, 10.4 percent.

Frequency of use of services The respondents identified the frequency of using agencies under the Dean's Office by 1 - 5 times/week, 59 persons representing 70.5 percent, 6 - 10 times/week, 16 people representing 18.8 percent, 11 - 15 times/week, 6 people representing 8.3 percent, and more than 16 times/week, 2 persons representing 2.2 percent.

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