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SATISFACTION OF LECTURERS WITH STAFF SERVICES, FACULTY OF FINE AND APPLIED ARTS, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The research title was Satisfaction of Lecturers with Staff Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. This study aimed 1) to study satisfaction level of lecturers with staff services, Faculty of Fine and Applied Arts and 2) to study the problems and suggestions of lecturers with staff services, Faculty of Fine and Applied Arts as a guideline to improve the service to be able to satisfy more satisfied service users.

The samples of this study were 46 lecturers. The research instrument was the questionnaire to collect data. The data from the questionnaire were analyzed quantitatively for descriptive statistics such as average and standard deviation.

The research result were as follows:

The research result showed that lecturers contacted staff for services at the office of Faculty of Fine and Applied Arts that the satisfaction of all staff services in all departments was at the highest level ($\bar{x} = 5.64$, S.D. = 0.567).

In contrast, the satisfaction of each staff services showed that lecturers had the satisfaction of plan/quality assurance was at the first highest level ($\bar{x} = 4.79$, S.D. = 0.400), General Administration Department was at the second highest level ($\bar{x} = 4.73$, S.D. = 0.440), Academic Service Department was at the third highest level ($\bar{x} = 4.69$, S.D. = 0.468), Research and Academic Services Department was at the fourth highest level ($\bar{x} = 4.69$, S.D. = 0.470), Finance and Procurement Department was at the fifth highest level ($\bar{x} = 4.62$, S.D. = 0.582), and Student Affairs and Arts and Culture Department was at the sixth highest level ($\bar{x} = 4.62$, S.D. = 0.582).

Keywords : satisfaction, service, statistics

INTRODUCTION

Universities are considered as the important learning centers of Thailand with responsibility on building, gathering, and transferring knowledge to society. There are 4 major missions of universities including producing and developing manpower in moderate and high levels, conducting researches to build and develop knowledge, providing academic services to society, and preserving arts and culture. Moreover, universities are also the sources of various fields of interdisciplinary and the centers of academicians with knowledge and abilities. Therefore, the importance of universities is compared as the change agent and organizations driving social changes based on roles and responsibilities as institutions of education to lead Thailand to desirable society. Currently, Ministry of Higher Education, Science, Research and Innovation (MHESI) defined 4 major missions of universities including producing graduates, conducting researches, providing academic services to society, and preserving arts and culture. In addition, there are also at least 5 support missions to drive major missions to be achieved including: 1) philosophy, determination, objectives, and action plans; 2) student development activities;

3) management; 4) finance and budgets; and 5) quality assurance mechanism and system. Major and support missions must be operated to integrate all matters together systematically and continuously therefore they can promote educational management of universities to be quality (Krasaesin, Phetthai, Jiamjiraset, Supasakuldamrong, Chokeprasertsom, & Krasaesin, 2022)

Currently, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, manages instruction of Bachelor degree into 8 programs consisted of: 1) Communication Art Design; 2) Fashion Design; 3) Lifestyle Product Design; 4) Digital Design and Innovation; 5) Fine Arts; 6) Music; 7) Thai Dance; and 8) Dramas and Creative Entrepreneurship. Master Degree consisted of: 1) Performing Arts; and 2) Visual Arts and Design. Doctoral Degree consisted of: 1) Performing Arts; and 2) Visual Arts and Design. For organizational structure, Faculty of Fine and Applied Arts consisted of 6 departments including: 1) Educational service Department; 2) Finance and Procurement Department; 3) General Administration Department; 4) Student Affairs Department; 5) Quality Assurance and Plan Department; and 6) Department of Researches and Academic Services. After pandemic of COVID 19, service system at the office of Faculty of Fine and Applied Arts were required to be adjusted. As a result, emphasizing on support and instructional management, facilities, services provided by personnel, places, tools and devices is important for building satisfaction to lecturers. In addition, personnel must have knowledge, abilities, and work skills for providing support and suggestions with quality service procedures.

As a result, the researcher was interested in studying on Satisfaction of Lecturers with Staff Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, in order to figure out which factors affecting to satisfaction of lecturers and which satisfaction level they had. The researcher expected that this research would be beneficial for operators and organizations in improving and developing operations with ability to respond to demands of lecturers who used services increasingly.

RESEARCH OBJECTIVES

1. To study on satisfaction of lecturers with staff services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.
2. To study on problems and suggestions of lecturers towards staff services, Faculty of Fine and applied arts, as the guideline for improving services and responding to users for obtaining higher level of satisfaction.

RESEARCH METHODOLOGY

Participants

Populations of this research consisted of 51 lecturers of Faculty of Fine and applied Arts, Suan Sunandha Rajabhat University. The sample group consisted of 46 samples.

Research Instrument

Research tool was Questionnaire on Satisfaction of Lecturers with Staff Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, divided into 3 parts as follows:

Part 1: Questions on general information of respondents consisted of 3 questions including; 1) position; 2) program; and 3) operational duration

Part 2: Questions on satisfaction of lecturers with staff services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, from 6 departments/divisions including; 1) Educational Service Department; 2) Finance and Procurement Department; 3) General Administration Department; 4) Student Affairs Department; 5) quality Assurance and Plan Department; 6) department of Researches and Academic Services. Each department had 5

questions on satisfaction including: 1) appropriate service procedures; 2) rapid service duration; 3) quality service staffs; 4) appropriate facilities; and 5) suggestions, support, and problems solving.

Part 3: Questions on problems/suggestions of respondents which lecturers required the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, to improve services whereas questions were open ended response questions requiring respondents to write their answers.

Questionnaire was created in the form of 5-rating scale questionnaire with the following satisfaction rating (Tonsakulchaisanti, 2019).

5 points with mean ranged from 4.51 – 5.00 referred to satisfaction in the highest level.

4 points with mean ranged from 3.51 – 4.50 referred to satisfaction in high level.

3 points with mean ranged from 2.51 – 3.50 referred to satisfaction in moderate level.

2 points with mean ranged from 1.51 – 2.50 referred to satisfaction in low level.

1 point with mean ranged from 1.00 – 1.50 referred to satisfaction in the lowest level.

DATA ANALYSIS

The data from the questionnaire were analyzed quantitatively for descriptive statistics such as percentage, average, and standard deviation.

Findings

Table 1: Mean and Standard Deviation, Overall Satisfaction of Lecturers towards Staff Services of Faculty of Fine and Applied Arts

Satisfaction of Lecturers towards Staff services of Faculty of Fine and Applied Arts	\bar{X}	S.D.	Satisfaction Level	Order
1. Educational Service Department	4.69	0.468	Highest	3
2. Finance and Procurement Department	4.69	0.477	Highest	5
3. General Administration Department	4.73	0.440	Highest	2
4. Student Affairs Department	4.62	0.582	Highest	6
5. Quality Assurance and Plan Department	4.79	0.400	Highest	1
6. Department of researches and academic Services	4.69	0.470	Highest	4
Total Mean	5.64	0.567	Highest	

Table 1: Mean and Standard Deviation, Overall Satisfaction of Lecturers towards Staff Services of Faculty of Fine and Applied Arts represented that, in overall, lecturers had satisfaction towards staff services of Faculty of Fine and Applied Arts in the highest level with mean = 5.64 (S.D. = 0.567). when considering on each department, it was found that most lecturers had satisfaction towards services of Quality Assurance and Plan Department in the 1st rank with the highest level of satisfaction with mean of 4.79 (S.D.= 0.400) followed by satisfaction towards services of General Administration Department in the 2nd rank with the highest level of satisfaction with mean of 4.73 (S.D.= 0.440), satisfaction towards services of Educational service Department in the 3rd rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.468), satisfaction towards services of Department of Researches and Academic Services in the 4th rank with the highest level of satisfaction with mean of 4.69

(S.D.= 0.470), satisfaction towards services of Finance and Procurement Department in the 5th rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.477), and satisfaction towards services of Student Affairs Department in the 6th rank with the highest level of satisfaction with mean of 4.62 (S.D.= 0.582), respectively.

DISCUSSION

From findings, it was found that the top 3 of satisfaction of lecturers towards staff services of Faculty of Fine and Applied Arts with the highest mean were; most lecturers had satisfaction towards services of Quality Assurance and Plan Department in the 1st rank with the highest level of satisfaction with mean of 4.79 (S.D.= 0.400) followed by services of General Administration Department in the 2nd rank with the highest level of satisfaction with mean of 4.73 (S.D.= 0.440), and services of Educational service Department in the 3rd rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.468). These findings were consistent with the research of (Miss Thitapa Thongchai, 2021) who studied on Teachers' Satisfaction towards the Service of Academic Position Assignments of the Personnel Management Division of the Rajamangala University of Technology Thanyaburi. Findings of such research revealed that: 1) Teachers' overall satisfaction towards the service of academic position assignments of the Personnel Management Division of the Rajamangala University of Technology Thanyaburi was in high level (\bar{X} =4.17, S.D. =535). Dimensions with the high satisfaction level were ordered as follows: service staffs (\bar{X} =4.42, S.D. =562) followed by service procedures (\bar{X} =4.19, S.D. =619), facilities (\bar{X} =4.06, S.D. =685), and service channels (\bar{X} =4.01, S.D. =653). This was consistent with the research conducted by (Samerchit, 2020) who studied on Students' Satisfaction towards Using Library of the College of Allied Health, Suan Sunandha Rajabhat University. The findings revealed that users had satisfaction towards services of library of the College of Allied Health on librarians or staffs in the highest level (mean of 4.46) followed by quality of facilities and infrastructure (mean of 4.24), and communication with information service users (mean of 4.21), respectively. This research promoted establishment of organizational policies on service quality development for developing service quality of personnel consecutively with ability to respond to demands of users leading to the ultimate satisfaction. This was considered as the important part to establish policies and plans on personnel development of organizations regarding being good service providers. Mindset should be developed and adjusted in order to improve service efficiency with service follow-up system and assessment. Satisfaction of users towards services should be assessed continuously as well in order to obtain opinions that which parts should be adjusted. Data should be developed to make services more efficient.

CONCLUSION AND RECOMMENDATION

In overall, satisfaction of lecturers with staff services, Faculty of Fine and Applied Arts, was in the highest level with mean = 5.64 (S.D. = 0.567). When considering on each department, it was found that most lecturers had satisfaction towards services of Quality Assurance and Plan Department in the 1st rank with the highest level of satisfaction with mean of 4.79 (S.D.= 0.400) followed by satisfaction towards services of General Administration Department in the 2nd rank with the highest level of satisfaction with mean of 4.73 (S.D.= 0.440), satisfaction towards services of Educational service Department in the 3rd rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.468), satisfaction towards services of Department of Researches and Academic Services in the 4th rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.470), satisfaction towards services of Finance and

Procurement Department in the 5th rank with the highest level of satisfaction with mean of 4.69 (S.D.= 0.477), and satisfaction towards services of Student Affairs Department in the 6th rank with the highest level of satisfaction with mean of 4.62 (S.D.= 0.582), respectively.

In this research, the researcher provided 2 recommendations for further research in the future as follow,

1. Satisfaction level between lecturers and students in the light of comparison should be studied.
2. Further research should be conducted with populations and samples with diversity.

ACKNOWLEDGMENTS

Researcher would like to express to Suan Sunandha Rajabhat University for supporting in every aspect.

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