STUDENT'S SATISFACTION TOWARDS SERVICES IN THE GENERAL ADMINISTRATION DEPARTMENT, FACULTY OF FINE AND APPLIED ARTS, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research on student's satisfaction towards services in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, aims to study on service quality of general Administration Department and to study on satisfaction of students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. Sample group consisted of 298 samples and questionnaire was used for collecting data. It was found that service quality of staffs of General Administration Department and the study on satisfaction of students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, in 5 dimensions including staffs providing services, service performance, service system, and service efficiency. From such data, service level could be ordered as follows;

1. For service performance of staffs, service performance was in high level ($\overline{X}$ =4.22)
2. For service system of staffs, service system was in high level ($\overline{X}$ =4.21)
3. For service equality, service equality was in high level ($\overline{X}$ =4.16)
4. For service staffs, in overall, their quality was in high level ($\overline{X}$ =4.06)
5. For service efficiency, service efficiency was in high level ($\overline{X}$ =4.04)

Keywords : Satisfaction, Service, Faculty of Fine and Applied Arts

INTRODUCTION

Current world is the ear of rapid changing that is full with competition due to advancement of technology, communication or economic condition which affects to success and survival of organizations. Trust or reliability is the important factor reflecting work performance, especially trust of personnel, students, and alumnus towards operations that certainly affects to management results. If personnel, students, and alumnus lack of trust in the university, emphasis on and support given to the university would be reduced affecting to collaboration, coordination, and co-operation. As a result, building trust of personnel, students, and alumnus is important factor that highly affects to operations of the university, especially, mission on instructional management that is the major mission of the university to produce graduates who are quality human resources with desirable qualifications that can respond to demands of employers. Good service providing is providing help or performing operations for benefits of other persons. If provided service is good, users will be impressed and organizations will be praised that is considered as good effect to the organization. Behind success of all works, it is often found that service is the tool supporting works in all fields, for example, public relations,

academic services, etc. As a result, if provided service is good, users will be impressed. Service is also considered as reputation of organizations making organization's image better.
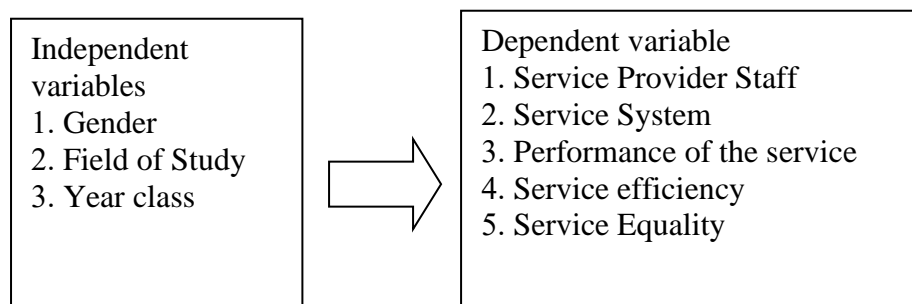
Good service must be provided from the heart because service is providing convenience to users for satisfaction, and rapidity. Most people think that service is being servant but service is any work caused by giver and receiver with conditions, i.e., if service is good, users must be satisfied because satisfaction towards operations is the important factor affecting to operational efficiency. From the definition of service mentioned above. In conclusion, service refers to the performing, behavior, action or activity that is in contact with and involves various persons in order to facilitate or assist and facilitate the recipient of the service in order to meet the needs of another person to obtain happiness and comfort or satisfaction as a result of that action. As a result, the researcher was interested in studying on student's satisfaction towards services in the General Administration Department, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. The Office of the Faculty of Arts, Suan Sunandha Rajabhat University operates in the office consisting of 6 departments as follows: 1) General Administration Department, 2) Education Services Department, 3) Research Development and Academic Services Department, 4) Planning and Quality Assurance Department, 5) Student Affairs Department, 6) Treasury and Supplies Department, which is responsible for supporting teaching and learning activities and driving the work according to the strategy. Suan Sunandha Rajabhat University to be effective and meet the needs of learners.

OBJECTIVES

1. To study on service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

2. To study on satisfaction level of students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University regarding service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

RESEARCH METHODOLOGY

1. Study, research, and gather documents related to results of analysis on satisfaction towards operations of the university's personnel for using as research's conceptual framework. The researcher sequenced the research process. Presented on the following topics: 1) Population 2) Sample 3) Tools used to collect data 4) Data collection 5) Data analysis 6) Statistics used in data analysis There is a conceptual framework for research. as follows

| Independent variables
1. Gender
2. Field of Study
3. Year class | → | Dependent variable
1. Service Provider Staff
2. Service System
3. Performance of the service
4. Service efficiency
5. Service Equality |

Research Conceptual Framework

2. Create questionnaire as the research tool. Questionnaire was divided into 3 parts including: part 1 – general information of respondents that is details on populations of this research or respondents. Questions were close-ended questions with multiple choice consisted

of questions on age, gender, and department; part 2 - student's satisfaction towards services of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, which is details of information on services of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. Questions were close-ended questions with suggestions, standard, and rating scale; part 3.suggestions/recommendations on choosing the sample size. Populations of this research were 200 students of Suan Sunandha Rajabhat University divided based on number of personnel and students of each department. Number of populations of the sample group used in this research was defined with error of 5% and total samples of the sample group were 298.

     2.1. Check the completeness of every questionnaire.

     2.2. Analyze information about the status of respondents in Part 1 of the questionnaire by finding the percentage.

     2.3 Analyze the service quality of general administrative staff. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University. Questionnaire in part

     2.4 Find the mean, standard deviation. and interpret the meaning of each item Interpreting the meaning of the questionnaire according to a 5-level rating scale: the most, the most, the moderate, the least, and the least. By giving the criterion for estimating the average. The researcher has applied the criteria of Bunchom Srisa-at (Bunchom Sri-sa-at) as follows: Criteria used to interpret mean results

     A score of 4.51 – 5.00 indicates the highest level of service quality.

     A score of 3.51 – 4.50 indicates a high level of service quality.

     A score of 2.51 – 3.50 indicates moderate service quality.

     A score of 1.51 – 2.50 indicates a low level of service quality.

     A score of 1.00 – 1.50 indicates minimal service quality.

  3. The data obtained were analyzed according to statistical methods to compare the service quality of general administration staff. Faculty of Fine Arts Suan Sunandha Rajabhat University according to the data

4. Summary and discussion of results and suggestions

RESULT

     The results of analysis on data obtained from studying on service quality of staffs of General Administration Department and studying on satisfaction level of students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. The sample group of this research consisted of 298 fourth year students with the following details: there were 198 females calculated to be 66.44% and 100 males calculated to be 35.55%. There were 55 first year students calculated to be 18.45%, 76 second year students calculated to be 25.50%, 77 third year students calculated to be 25.83%, and 90 fourth year students calculated to be 30.20%.

     From such information, it could be concluded that service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and satisfaction level of students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, regarding service quality of service quality of staffs of General Administration Department who performed operations at the office of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, could be ordered as follows:

     1. For service performance of staffs, service performance was in high level ($\overline{X}$ =4.22)

     2. For service system of staffs, service system was in high level ($\overline{X}$ =4.21)

3. For service equality, service equality was in high level ($\overline{X}$ =4.16)
4. For service staffs, in overall, their quality was in high level ($\overline{X}$ =4.06)
5. For service efficiency, service efficiency was in high level ($\overline{X}$ =4.04)

These results were consistent with the research conducted by Naphat Phunakhao, (2020 : Abstract) who studied on factors affecting to satisfaction towards the use of financial and accounting services of a private vocational training school in Khon Kaen province. He found that factors affecting to satisfaction towards the use of financial and accounting services of a private vocational training school in Khon Kaen province consisted of: 1) operations and facilities; 2) service providing; 30 service points; and 4) planning to facilitate services and other dimensions. In addition, it also helped to develop the use of information technology system to promote and support existing operations in order to reduce procedures and paper while facilitating users. This was consistent with the research conducted by Nantida Oatkam, (2020: Abstract) on utilization and satisfaction of students towards website of Suan Sunandha Rajabhat University who found that students utilized website in moderate level with overall satisfaction towards website in moderate level. Students with different genders had different levels of utilization and satisfaction towards website. In addition, utilization of website also had relationship with satisfaction towards website (A Lecturer of Suan Sunandha Rajabhat University: Management Science)

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