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A STUDY OF SATISFACTION WITH THE SERVICE QUALITY OF RESEARCH DEVELOPMENT AND ACADEMIC SERVICE STAFF OF THE FACULTY FINE AND APPLIED ARTS SUAN SUNANDHA RAJABHAT UNIVERSITY

Phattanan Kritsanakarn^{*}, Kreetha Thumcharoensathit^{}**

^{,**}Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: ^{*}Phattanan.kr@ssru.ac.th, ^{**}Kreetha.th@ssru.ac.th*

ABSTRACT

Research Subject The Study of Satisfaction on Service Quality of Research Development and Academic Service Officers Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University The objective of this study was to study the satisfaction with the service quality of the staff of the Research Development and Academic Service Department. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University

The samples used in this research were Service users of research development and academic services Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University academic personnel Academic Support Line Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University and personnel under other agencies

The results showed that If considered on a case-by-issue basis, it was found that the satisfaction level was “high” in the following items: Providing research grants such as scholarships for presentations Publication grants The mean is 3.65, coordinating to publish articles in academic journals of the Faculty of Fine and Applied Arts. Suan Sunandha Security Guard The mean was 4.10, providing services in the preparation of academic service projects. Average is 4.10, providing services in coordination with research and development institutions Suan Sunandha Security Guard The mean is 3.96, service personnel answer questions. Doubts were correct, clear, mean was 3.96, personnel provided/provided information as needed and timely, mean was 4.06, information obtained could be useful. or solve operational problems The mean is 4.06, useful results are published. The mean is 4.16.

If considering each issue, it was found that the satisfaction level was “highest” in the list as follows: There is a clear service procedure. and follow the steps The mean is 4.25, the provision of research proposals for national/external budgets/income funds. The mean is 4.25, services during research operations such as request for change requesting an extension of time The mean is 4.30, the online research system (RIS) is recommended at the mean is 4.30, the personnel provide service with willingness and politeness, the mean is 4.61, the information is disseminated / public relations through various communication channels. appropriately and through multiple channels Average is 4.25, can ask for information via many channels such as phone, email, Facebook, mean is 4.33

Keywords : Satisfaction, Service Users, Research Development and Academic Services

INTRODUCTION

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, has operated under the policies of Suan Sunandha Rajabhat University. Department of Research Development and Academic Services is responsible for supporting researches and academic services for all lecturers, staffs, and students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, as well as outsiders. In addition, Department of Research Development and

Academic Services is responsible for management, data storage, supporting, development, and other assigned tasks related to researches and academic services of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, to be correct and systematic before preparing data for reporting to the university and related units for driving the university.

Currently, services of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, are modern with more variety by utilizing electronic media to provide services. Consequently, staffs of Department of Research Development and Academic Services have to learn how to use electronic media for providing services to all lecturers, staffs, and students of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, as well as outsiders, correctly, clearly, rapidly, and completely. However, since there has never been any research on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, it is impossible to acknowledge on problems and obstacles of services receiving of users and Department of Research Development and Academic Services.

Since the researcher realized on importance of such problem, the researcher studied on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, that would be highly beneficial for improving efficiency of operations of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

Satisfaction There are many academicians giving meaning of satisfaction, for example, Direk (1985) said that satisfaction meant positive attitude of person towards one thing and it was good feeling or attitude towards works of persons, happiness of persons caused by operations and satisfied results. Consequently, such persons would be enthusiastic and happy with determination to work as well as morale and commitment with organizations. They would be proud of success of their works and these things would affect to efficiency and effectiveness of works leading to advancement and success of organizations.

Survey on satisfaction of students towards scenario-based learning of Information Technology for Logistics course was conducted to perceive demands and concepts towards scenario-based learning whereas methods and activities were provided to apply to this course. Although there was existing lecture in this course, information technology for logistics has always been developed. Therefore, it is necessary to develop students to be advanced accordingly (Thomanee Suksai, 2018). From such article, students are compared as users. To make users feel satisfied with services, it is necessary to always update processes.

Service Quality: What we have heard frequently on services is service quality referring to providing services as demanded by customers in order to satisfy them. Lewis and boom (1983) defined service quality as an indicator how service level provided by service provider to customer or user would be able to meet with customer or user's demands. Therefore, delivering service quality refers to responding to users as expected by users.

OBJECTIVE

To study on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University.

METHODOLOGY

This research on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan

Sunandha Rajabhat University, aims to study on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, whereas the researcher conducted this research under the following research methodology:

Populations and Sample Group

1. Populations

Populations of this research were users of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, who were academic personnel and academic support staffs of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and personnel under other units.

2. Sample Group

The respondents of this research's questionnaires were users of services provided by Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, who were academic personnel and academic support staffs of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, and personnel under other units.

Methodology

1. Set objective and scope of research.
2. Study on related literatures, concepts, and theories.
3. Create research tool used for collecting data.

Questionnaire

Questionnaire used in this research consisted of open-ended questions and close-ended questions including dichotomous questions and rating scale questions (Likert Scale Questions) in order to obtain quantitative and qualitative data leading to development or creation of new knowledge. Questionnaire consisted of 3 parts as follows:

Part 1: Questions on general information of respondents that were in the form of dichotomous questions and multiple choice questions. Required information were gender, age, status, educational level, and research experience of respondents.

Part 2: Questions on satisfactions of users towards Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, that were in the form of rating scale method (Likert Scale Questions). Each question consisted of 5 rating scale answers divided into 5 scales for measuring readiness level including: Most Satisfied = 5 points; very Satisfied = 4 points; Moderately Satisfied = 3 points; Less Satisfied = 2 points; and Least Satisfied = 1 point.

Part 3: Questions for obtaining opinions and suggestions from the respondents that were demands of users towards Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, for improving their services. Questions were in the form of open ended response question responding the respondents to write down their own answers without choices.

Quality inspection of research tool was conducted by finding validity. Drafted questionnaire was used for finding validity on content and structure by proposing to some experts for inspecting content validity, appropriateness, and correctness of language for improving and editing questionnaire.

Research Duration

October 1st, 2021 – august 31st, 2022

Data analysis

Data were analyzed by using statistical analysis. Results report with descriptive statistic, descriptive statistics, and rating scale was conducted by finding mean (Mean : \bar{X}) and Standard Deviation (S.D.).

- 4.21-5.00 Level of readiness = Most
- 3.41-4.20 Level of readiness = Very
- 2.61-3.40 Level of readiness = Moderate
- 1.81-2.60 Level of readiness = Less
- 1.00-1.80 Level of readiness = Most

RESULT

From studying on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University in order to study on satisfaction towards service quality provided by staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, it was found that most users were academic personnel of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, calculated to be 75%, and most of them were males, calculated to be 58.33%, with the age ranged from 30-39 years, calculated to be 41.67%. They graduated in Master Degree, calculated to be 61.67%, with research experience of 5 years and over, calculated to be 68.33%.

Results of satisfaction towards Services Provided by Staffs of Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

When considering on each issue, it was found that satisfaction was in ‘high’ level in the following items; services on research funds like funds for research presentation, funds for publishing researches with mean of 3.65; coordination for publishing articles in academic journals of Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University with mean of 4.10; services on academic management projects with mean of 4.10; services on coordination with Department of Research Development and Academic Services, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, with mean of 3.96; personnel provided services on responding to questions and inquiries correctly and clearly with mean of 3.96; personnel provided services/information as demanded timely with mean of 4.06; obtained data were usable or beneficial for solving operational problems with mean of 4.06; and useful operational results were published with mean of 4.16.

When considering on each issue, it was found that satisfaction was in the ‘highest’ level in the following items: services providing procedures were clear with compliance with all procedures with mean of 4.25; services on application for government budget grant/external research funds/income with mean of 4.25; services provided during researching like application for alteration and time extension with mean of 4.30; Research Information System (RIS) was suggested to be used with mean of 4.30; personnel provided services with willingness and politeness with mean of 4.61; information and news/PR were published via various communication channels appropriately with mean of 4.25; and there were various channels for asking information, for example, telephone, Email, and Facebook, with mean of 4.33.

Suggestions

- Budgets for supporting researches and academic services as well as budgets for supporting academic works publishing should be increased.
- Fund allocation should be followed-up and informed consecutively and funds from other sources should be suggested in the event that fund allocation was not provided.

- Coordination procedures for publishing research articles and notice on the progress of coordination should be improved because these procedures sometimes consumed a long period of time.
- Sometimes, there were some mistakes on coordination on researches, academic services. Staffs should pay more attention on details.
- None.

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