

SATISFACTION WITH ELECTRONIC MEDIA SERVICES, THEATER, FACULTY OF FINE AND APPLIED ARTS SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research The objectives are to study 1) the satisfaction of students, teachers, and outsiders regarding their Satisfaction with electronic media services, theater, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University 2) Compare satisfaction with electronic media services. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University to develop service efficiency Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University This research is a quantitative research. The sample group was 100 students, teachers, and personnel of the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, using the random sampling method. The tool used to collect data was a questionnaire. Data analysis using percentage, mean, standard deviation.

research results

1. Most of the sample group Most are female. Accounting for 58.1 percent, 42.5 percent are 19 years old, studying in their second academic year, accounting for 35.5 percent studying in the field of fashion design and lifestyle products. (Fashion Design) Major: Fashion and Lifestyle Product Design (Lifestyle Product Design) Major: Painting Music major Performing Arts Major (Thai Dance Major) Performing Arts Major (Theatrical Arts and Creative Entrepreneurship) Major: Visual Communication Design and the academic fields of design and digital innovation in the same amount Accounting for 14.3 percent

2. Student satisfaction with electronic media services, theater to develop the efficiency of the Faculty of Fine and Applied Arts services. Suan Sunandha Rajabhat University In the picture including.4.sides at a high level The average is at a high level. Calculated as a total mean of 3.59, it was found that the majority of the sample group were satisfied with the quality of service. at a high level Calculated as an overall average of 3.90, followed by process and service steps. at a high level Calculated as an overall average of 3.71, followed by service personnel. at a high level The overall average is 3.48 and the facilities and equipment are at a moderate level, with the overall average being 3.29.

Suggestions

Experience information should be provided to the management of the Art College of the Capitol, indicating whether it is sufficient to meet the needs of service users in implementing the purchase plan, facilities and equipment.

Keyword: Satisfaction, electronic media services, efficiency

INTRODUCTION

Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University is an arts institution that combines the fields of visual arts, dance, and music. This is another educational institution of Rajabhat University that has been teaching continuously for more than 30 years. Students and faculty of the faculty Received recognition from various works at the national and international level Currently, there are 6 bachelor's degree programs offered, consisting of 8

subjects, including fashion design and lifestyle products. (Fashion Design) Major: Fashion and Lifestyle Product Design (Lifestyle Product Design) Major: Painting Music major Performing Arts Major (Thai Dance Major) Performing Arts Major (Theatrical Arts and Creative Entrepreneurship), Visual Communication Design and Digital Design and Innovation. The Master of Arts program has 1 program in Performing Arts. (Thai dramatic arts branch and the field of dramatic arts) The Doctor of Philosophy program has 2 programs, the field of performing arts. Department of Visual Arts and Design Since moving its office to the Chaloem Phrakiat 60th Anniversary Mahavajiralongkorn Building (originally 58 Faculty of Fine and Applied Arts Building) in 2009, the Faculty of Fine and Applied Arts has had usable space and various laboratories. has increased to promote and support graduate production. The "Faculty of Fine and Applied Arts Theatre" located within the building has been usefully used for meetings and seminars. Workshop online meeting Learning through online media and various performances by students and outsiders From the beginning until the present, the electronic equipment system has been continuously developed and improved to support students and faculty, as well as internal and external persons requesting services. Audiovisual work Under the Office of the Dean of the Faculty of Fine and Applied Arts, it is responsible for taking care of various rooms. With the main task of providing services and facilitating those requesting services, which are mostly faculty, personnel, and students, the Audiovisual Education Division recognizes the importance of collecting data on satisfaction with electronic media services, theater, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University This is a job that is included in the regular duties, which will be to report the information studied to the faculty administrators. By presenting satisfaction mainly from students who use the service. Including taking various suggestions from students for approval in allocating budgets for maintenance and purchasing related equipment to support the most efficient use of services.

OBJECTIVES

1. To study satisfaction with electronic media services, theater. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University
2. To study differences in student satisfaction. Teachers and staff and outsiders towards the maintenance of electronic equipment in order to improve the efficiency of service fine arts Suan Sunandha Rajabhat University

RESEARCH METHODOLOGY

The tool used in this study was a questionnaire as a tool for collecting data. which the researcher created to study the satisfaction of service requesters with the provision of theater electronic media services. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University which is an open-ended questionnaire (Open Ended) is a tool for collecting and analyzed using descriptive statistics and basic statistics, consisting of percentage, finding the mean , standard deviation. The content of the questionnaire was arranged to cover the required information.

Data analysis results

Table 1 Level of satisfaction with electronic media services theater, Faculty of Fine Arts, Suan Sunandha Rajabhat University

Evaluation list	Demand level value		
	\bar{x}	SD	level
process side service steps	3.71	0.99	high
Service staff	3.48	0.87	high
Facilities and various equipment	3.29	1.10	moderate
Service quality	3.90	0.89	high
total	3.60	0.96	high

According to Table 1, data analysis reveals that students are satisfied with electronic media services theater, Faculty of Fine Arts, Suan Sunandha Rajabhat University. Overall, the highest level of satisfaction is in terms of service quality, followed by service processes. Service personnel, facilities, and equipment

RESULT

General demographic information of the sample found that the majority of the sample Most are female. Accounting for 58.10 percent, 19 years of age, accounting for 42.50 percent, studying in the second year, accounting for 35.50 percent, and studying in the field of fashion design and lifestyle products. (Fashion Design) Major: Fashion and Lifestyle Product Design. (Lifestyle Products) Major: Visual Communication Design Painting major Music major Performing Arts Major (Thai Dance) Major: Performing Arts (Drama and Creative Entrepreneurship) and Digital Design and Innovation Academics. in the same amount Accounting for 14.30 percent.

Satisfaction of students, teachers, and personnel regarding satisfied with electronic media services theater Faculty of Fine Arts, Suan Sunandha Rajabhat University In the overall picture, 4. aspects are at a high level. The average is at a high level. Calculated as a total mean of 3.59, it was found that most of the sample group were satisfied with the quality of service at a high level. Calculated as an overall average of 3.90, followed by process and service steps. at a high level The overall average was 3.71, followed by service personnel at a high level. The overall average is equal to 3.48 and next is the facilities and equipment at a moderate level, the total average is equal to 3.29. The suggestion is that evidential information should be presented to the administrators of the Faculty of Fine Arts. science Suan Sunandha Rajabhat University In planning the purchase of various facilities and equipment to meet the needs of service users.

From the study of Satisfaction with electronic media services, theater, Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University found that the average was at a high level. This is consistent with the research of Yutthana Samerjit (2019) who studied the Student satisfaction with the use of the College of Allied Health Sciences library Suan Sunandha Rajabhat University The research results found that Most students use the library 1-5 times per month. and access the service between 11:01 a.m. - 2:00 p.m., using the borrowing-returning service the most Users are satisfied with the college library. Allied Health Sciences has the most in terms of librarians or staff (mean 4.46), followed by quality of physical learning support (mean 4.24) and communication with information service users (mean 4.21), respectively. Demonstrate that services are provided with complete explanations of rules, regulations, and modern equipment. It is important to the satisfaction of service users.

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