

STUDY ON DEMAND AND SATISFACTION OF THE SERVICE PROVIDING TO INTERNATIONAL STUDENTS OF THE MASTER OF FINE ARTS PROGRAM, DEPARTMENT OF PERFORMING ARTS, SUAN SUNANDHA RAJABHAT UNIVERSITY, 2022 ACADEMIC YEAR

Sunisa Duangdusan^{*}, Rungkiat Siriwongsuwan^{**}

^{*,**} Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok Thailand
E-Mail: ^{*}sunisa.du@ssru.ac.th, ^{**}rungkiat.si@ssru.ac.th

ABSTARCT

The study of demand and satisfaction survey for international students in the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022, aimed to explore the demand for services of international students, in the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022, and assess their satisfaction levels regarding services provided. The sample group of this study consisted of 20 Master of Fine Arts students majoring in Performing Arts at Suan Sunandha Rajabhat University for the academic year 2022. The research utilized questionnaires as the research tool and analyzed data using percentages, means, and standard deviations. The results of study revealed that the majority of the sample group consisted of international students in the Master of Fine Arts program, majoring in performing arts, consisting of both male and female students in the 15th generation of the faculty with age between 20-30 years old. Considering the entire sample population, the level of service demand was found to be at the highest level (\bar{x} 4.85, S.D. 0.14) and the satisfaction of the service provided was found to be at the highest level (\bar{x} 4.63, S.D. 0.10)

Keyword: demand, satisfaction, Master of Fine Arts program, Performing arts

INTRODUCTION

The term 'service' in general refers to providing assistance or taking actions for the benefit of others. However, once the service recipient has received the service, their impression, whether positive or negative, depends on the satisfaction of the service user. The satisfaction of the service user is a driving force for the organization to deliver quality service. When the service provider is aware of the importance of satisfaction, they will attempt to identify factors that determine satisfaction in order to provide appropriate services, aiming to develop and establish standards in service for that particular service provider. Satisfaction of the service is linked to both satisfaction with the service itself and satisfaction with the performance of service practitioners, in which both aspects are crucial for the development of service quality and successful service operations, creating and maintaining the positive feelings for everyone involved in the service. (Nanthapaiboon C., 2008). Satisfaction, therefore, is an essential variable in assessing the quality of service. Service managers and service practitioners need to understand satisfaction and receive feedback from customers regarding their desired service, which would be beneficial if they are aware of customer expectations and be able to respond with services that truly meet the characteristics and patterns expected by the service recipients (Ngiwla S., and Phrapratanporn B., 2018).

The Master of Fine Arts program in Performing Arts, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, offers this curriculum and accepts students for the first

time in the 2008 academic year. This course has gained significant interest from Thai students, and in 2021, the university finally decided to accept international students. The curriculum has been organized to provide international students with Plan B curriculum, which is a flexible learning plan, consisting of both coursework and independent research. This program is a two-year program and the first group of international students is expected to complete their studies by the end of the 2023 academic year. In order to enhance the effectiveness of future service operations for the program, it is crucial to understand the "service needs" and gain a deeper understanding of the "satisfaction with services" of international students. This understanding will be essential for improving the program's service delivery in the future.

According to the aforementioned information, the researcher recognizes the importance of service for international students. Consequently, this raises the interest in conducting a research study on demand and satisfaction of the service provided to international students of the Master of Fine Arts program, Department of Performing Arts, Suan Sunandha Rajabhat University, 2022 Academic Year, to enhance the quality of service for the program in the future.

OBJECTIVES

To study the level of service demand of international students and assess the satisfaction level regarding services provided for international students in the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022

MATERIALS AND METHODS

This research is a cross-sectional descriptive study, which was conducted by collecting data from January 2022 to August 2022. The sample population of this study is international students enrolled in the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year, with a sample size of 20 students. The tools used for this study are questionnaires regarding service demand and satisfaction with services provided by the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year. The survey is divided into 3 parts, consisting of the following; Section 1 asking about general information in a multiple-choice format, which includes information about gender, generation, and age. Section 2 asking about demand of services from the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year, which evaluates in a Rating Scale with 5 levels. Lastly, Section 3 asking about satisfaction with services from the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year, evaluating in a Rating Scale with 5 levels. Data analysis will be conducted using statistical methods, including percentages, averages, and standard deviations.

RESULTS

The presentation of the research analysis results on the study of demand and satisfaction survey regarding services for international students in the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year is divided into three parts, following the questionnaire structure:

Section 1 general information of respondents

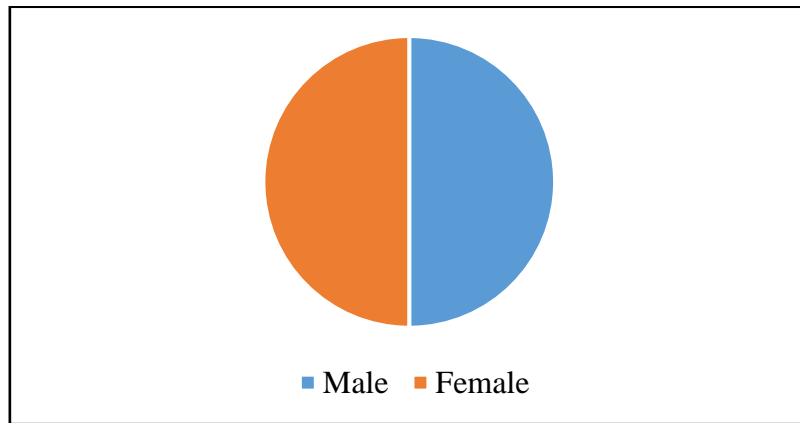


Figure 1: Gender
Source: Sunisa Duangdusan (2023)

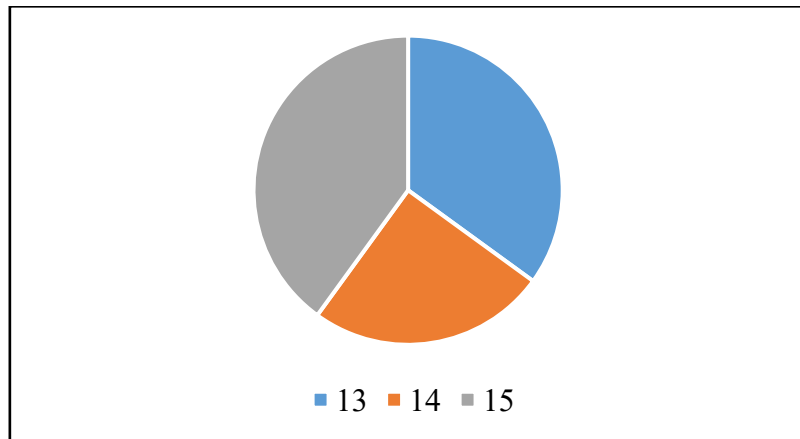


Figure 2: Generation
Source: Sunisa Duangdusan (2023)

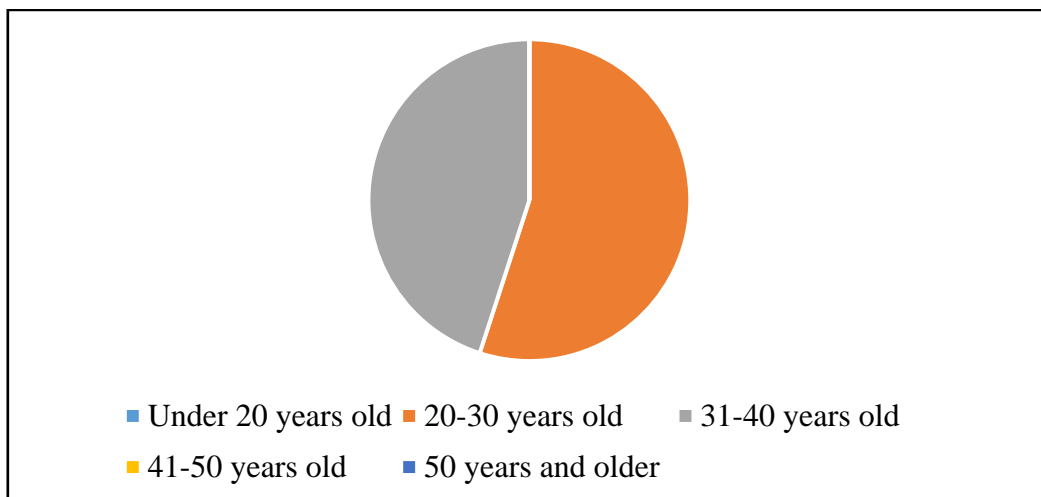


Figure 3: Ages
Source: Sunisa Duangdusan (2023)

Most of the students are international students in the Master of Fine Arts program, Performing Arts major, consisting of both male and female students in the 15th generation of the faculty with ages between 20-30 years old.

Section 2 demand of services from the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year.

Table 1 shows the mean and standard deviation of the service demand for Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022 in all aspects.

No.	List of Evaluation	Level of service demand		
		\bar{x}	SD.	level
1	Level of demand for officers or personnel providing services	4.81	0.29	Highest
2	Level of demand for the service process/procedure	4.8	0.25	Highest
3	Level of demand for facilities	4.81	0.04	Highest
4	Level of demand for service quality	5	0	Highest
Total		4.85	0.14	Highest

Source: Sunisa Duangdusan (2023)

The service demand for Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022 in all aspects was found to be in the highest level (\bar{x} 4.85, S.D. 0.14). Considering in each aspect, the all aspects were found to have the highest level of service demand; demand for officers or personnel providing services (\bar{x} 4.81, S.D. 0.29), demand for the service process/procedure (\bar{x} 4.8, S.D. 0.25), demand for facilities (\bar{x} 4.81, S.D. 0.04) and demand for service quality (\bar{x} 5, S.D. 0.00)

Section 3 surveyed the satisfaction level of international students of the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the 2022 academic year regarding the service provided.

Table 2 shows the mean and standard deviation of the satisfaction level of international students of the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022 in all aspects.

No.	List of Evaluation	Satisfaction Level		
		\bar{x}	SD.	Level
1	Satisfaction with officers or personnel providing services	4.78	0.04	Highest
2	Satisfaction with the service process/procedure	4.33	0.05	High
3	Satisfaction with facilities	4.48	0.07	High
4	Satisfaction with service quality	4.9	0.25	Highest
Total		4.63	0.10	Highest

Source: Sunisa Duangdusan (2023)

The satisfaction level of international students of the Master of Fine Arts program, Performing Arts major, at Suan Sunandha Rajabhat University for the academic year 2022 in all aspects was found to be in the highest level (\bar{x} 4.63, S.D. 0.10). Considering in each aspect, the satisfaction with officers or personnel providing services (\bar{x} 4.78, S.D. 0.04) and

satisfaction with service quality (\bar{x} 4.9, S.D. 0.25) were found to be at the highest level while the satisfaction with the service process/procedure (\bar{x} 4.33, S.D. 0.05) and satisfaction with facilities (\bar{x} 4.48, S.D. 0.07) were found to be at a high level.

DISCUSSION

1. The service demand of international students in the Master of Fine Arts in Performing Arts program at Rajabhat Suan Sunandha University in the 2022 academic year reveals that, overall, students have the highest level of service demand. Considering each aspect, it is found that students prioritize service quality the most, followed by facilities, officers or service personnel, and lastly, service processes. This indicates that, in addition to educational quality, services in various aspects are crucial and highly desired by students.

2. The satisfaction level with the services provided to international students in the Master of Fine Arts in Performing Arts program at Rajabhat Suan Sunandha University in the 2022 academic year reveals that, overall, students have the highest level of satisfaction. Considering each aspect, it is found that students are most satisfied with service quality, followed by satisfaction with staff or service personnel, facilities, and service processes, respectively.

This indicates that the services provided to international students in the academic year 2022 by the Master of Fine Arts in Performing Arts program at Rajabhat Suan Sunandha University are excellent, particularly in terms of service quality, which involves receiving beneficial and needs-responsive services (accuracy, completeness, and error-free services).

ACKNOWLEDGEMENTS

We would like to express gratitude to Suan Sunandha Rajabhat University for providing opportunities for academic support personnel to enhance our personal development. This includes the development of our roles and responsibilities, improving the efficiency through conducting research, and applying the research findings to enhance the future work practices.

REFERENCES

- Academic and Planning Division, Research and Evaluation Group, Chiang Mai Municipality. (2020). *Principles of service*. Chiang Mai: Chiang Mai Municipality
- Amathin S. (2000). *Farmers' satisfaction with central market services Subdistrict agricultural products in Udon Thani Province* (Master's thesis). Khon Kaen,: Khon Kaen University.
- Hambananda K., & Ketkuntorn P. (2017). Satisfaction, needs and expectations of the Planning Research and Development Section, Mahidol University International College. *Mahidol R2R e-Journal*, 4(1).
- Maikaew S., & Intaping B. (2010). *Studying the expectations and needs of workers under the university office Chiang Mai University*. Chiang Mai: Chiang Mai University.
- Nanthapaiboon C. (2008). *Service psychology*. Bangkok: SE-ED UCATION.
- Ngiwlae S., & Phrapratanporn B. (2018). Customer Satisfaction with the Services of Rajchaphat Suan Sunandha Rajabhat University, for the Fiscal Year 2018. in *GRADUATE SCHOOL CONFERENCE 2018* (546-555). Bangkok: Rajchaphat Suan Sunandha Rajabhat University.
- Phantevee V. (1999). *People's Satisfaction toward the Service of the Ministry of Interior's Agencies in Muang District, Mae Hong Son Province* (Master's thesis). Chiang Mai: Chiang Mai University.
- Pudthipanaves N. (2007). *Expectation and Need of consumer in e-money* (Master's thesis). Bangkok: Thammasat University.

- Sararitthikam W. (2 0 0 5). *Citizens' satisfaction with the services of the Subdistrict Administrative Organization: A case study of Don Nguia Subdistrict Administrative Organization, Borabue District, Maha Sarakham Province* (Master's thesis). Maha Sarakham: Maha Sarakham Rajabhat University.
- Shelly, D. F. (1995). *Tackling family member compensation*. American Printer, 215, p. 2.
- Vroom, V. H. (1990). *Manage people not personnel: Motivation and performance appraisal*. Boston: Harvard Business School Press.