

Customer satisfaction with the services provided by the Student Affairs Division, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

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Abstract

This study on student satisfaction with the services provided by the Student Affairs Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, aimed to: 1) examine the satisfaction of service recipients with the quality of services provided by the Student Affairs Division of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University; and 2) identify problems and suggestions from service recipients regarding the improvement of the efficiency of services provided by the Student Affairs Division of the College of Logistics and Supply Chain. The study population consisted of 200 students. Data was collected using questionnaires, and statistical analysis included percentages, means, and standard deviations.

The results showed that students of the College of Logistics and Supply Chain who received services had a high level of overall satisfaction in all four aspects: service personnel, service procedures, convenience and facilities for activities within the building, and public relations. The overall mean was 3.83, and the standard deviation (S.D.) was 0.31.

Keywords: Customer feedback, Customer suggestions

1. Introduction

Department of student affair is a crucial component of educational institutions that contributes to effective teaching and learning. Therefore, if educational administrators and students aspire to achieve complete and effective teaching and learning, it is essential to provide adequate and well-maintained facilities for student activities. This includes classrooms, laboratories, libraries, computer rooms, meeting rooms, and even cafeterias. Sufficient amenities such as stairs, desks and chairs, restrooms, fire prevention systems, and alarm systems should be provided. The external environment, such as walkways between buildings and waiting areas during activities, should also be considered to maximize the benefits of activities. The buildings and grounds of an educational institution are very important and have a significant influence on their users. Planning for activities and facilities is a crucial factor in ensuring the smooth operation of educational institutions. Therefore, administrators must prioritize this aspect as much as other areas within the institution, as it serves as a resource supporting student learning and teacher instruction, and as a center for knowledge transfer in the community. Building and grounds management is a vital task that administrators must carefully consider, analyze, and manage to maximize benefits (Department of General Education, 2007).

The importance of effective activity planning requires studying current student satisfaction, problems, and needs; planning; implementation; and evaluation, similar to other administrative tasks, to ensure effective management planning. This study examines the organization of activities and venues at the college, and therefore became interested in studying student satisfaction with the Student Affairs Department of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The objectives are to study the utilization of buildings and facilities for college activities, to assess student satisfaction with the Student Affairs Department, and to use the collected data to improve and plan the future use of buildings and facilities for college activities, aiming for maximum user satisfaction.

1.1 Research Objective

1.1 To study the satisfaction of service recipients with the quality of service provided by the Student Affairs Division, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

1.2 To study the problems and suggestions of service recipients regarding the quality of service provided by the Student Affairs Division, College of Logistics and Supply Chain.

2. Literature review

According to Direk Rerksarai (2022, p. 7) defined satisfaction as a positive attitude of an individual towards something. It is a good feeling or attitude towards the work one does, a positive outlook on work, and the happiness of an individual resulting from performing work and receiving satisfactory results. This leads to enthusiasm, happiness, determination to work, high morale, a sense of belonging to the organization, and pride in the achievements of the work. These factors, in turn, contribute to the efficiency and effectiveness of work and ultimately to the progress and success of the organization.

According to Shelly (2020, p. 29) defines satisfaction as two types of human feelings: positive and negative. Positive feelings, when they occur, lead to happiness. This feeling differs from other positive feelings in that it has a feedback system, allowing for further increases in happiness or positive feelings. Therefore, it can be seen that this complex feeling has a greater impact on an individual than other positive feelings. Thus, positive feelings, negative feelings, and happiness are intricately related, and this system of relationships between these three feelings is called the satisfaction system. Satisfaction occurs when the satisfaction system has more positive feelings than negative feelings.

Saengduen Phongphut (2023), Academic Article on Social Media: Guidelines for Application, states that social media can be used through various communication tools and devices such as computers, mobile phones, tablets, or other devices connected to the internet or mobile network. Therefore, social media is another communication channel that government agencies can use to communicate with various individuals.

Sudarat Pimonratanakan and Chitpong Ayasanond (2018), This study aimed to identify the supply chain management (SCM) characteristics of Pomelo production process in Nakornchaisri and create a supply chain management (SCM) model of Pomelo production process in Nakornchaisri. In addition, it further sought to promote the use of a supply chain management (SCM) model in the practice of supply chain management (SCM) of Pomelo production process in Nakornchaisri and promote sustainable tourism in the process. The sample that was used comprised 609 farmers who cultivate Pomelo in Nakhon Chaisri. The

study was conducted using a mixed methodology with the data analysis, calculation of percentage, mean, standard deviation, principal component analysis and also varimax rotation. The quantitative research ascertained that the SCM model of Pomelo production process was appropriate to the size of the farmers' land and in line with sustainable usage which could provide an agritourism tour experience for global visitors. This would thus promote the Pomelo SCM model by enhanced community participation, which would help contribute to the problem solving and resource mobilization in the area. The results of this research are an important way to make business grow in Nakhon Chaisri and promote tourism as well as success in self-reliance. It is also a way for farmers to develop in accordance with the circumstances of the external environment of business competition. The supply chain management (SCM) model of Pomelo with the use of information technology in the process, can also aid tourism ventures. This study resulted in the development of a Pomelo supply chain management (SCM) model.

3. Methodology

3.1 Population and Sample

The population used in this research consisted of 200 students from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

3.2 Research Methodology

3.2.1 Document Research: Review relevant documents, books, textbooks, articles, and research papers, and analyze the characteristics of the required data.

3.2.2 Integrate the studied knowledge into a conceptual framework, define the scope, and determine the research tools.

3.2.3 Create a draft questionnaire, define the objectives of the questionnaire, and specify the research instruments.

3.2.4 Check the accuracy and comprehensiveness of the questions and revise according to the recommendations.

3.2.5. Print the questionnaires according to the target population in preparation for data collection.

4. Results

According to students' opinions regarding their attitudes towards service providers from the Student Affairs Division, College of Logistics and Supply Chain, concerning service personnel, were at a high level ($\bar{x} = 3.81$, S.D. = 0.30). Considering each item individually, all items received a high level of opinion. These included: enthusiasm and willingness to serve ($\bar{x} = 3.91$, S.D. = 0.64); accurate, fast, and equitable service ($\bar{x} = 3.89$, S.D. = 0.72); appropriate personality, manners, and communication ($\bar{x} = 3.82$, S.D. = 0.62); and friendly and good interpersonal skills. The opinions regarding knowledge and ability to provide advice and assistance were rated highly ($\bar{x} = 3.82$, S.D. = 0.64), respectively.

According to the opinions of service recipients regarding the College of Logistics and Supply Chain's public relations attitudes were at a high level ($\bar{x} = 3.83$, S.D. = 0.32). Considering each item individually, all items received a high level of opinion, including:

consistent and comprehensive publicity of new service activities ($\bar{x} = 4.11$, S.D. = 0.59); the college website providing complete public relations information ($\bar{x} = 4.02$, S.D. = 0.63); clear bulletin boards and announcements ($\bar{x} = 3.95$, S.D. = 0.61); and the college having diverse public relations channels ($\bar{x} = 3.67$, S.D. = 0.58), respectively.

5. Conclusion

Regarding service personnel, opinions were rated highly ($\bar{x} = 3.81$, S.D. = 0.30). Considering each item individually, the aspect with the highest level of agreement was enthusiasm and willingness to serve ($\bar{x} = 3.91$, S.D. = 0.64), while the aspect with the lowest level of agreement was knowledge and ability to provide advice and assistance ($\bar{x} = 3.73$, S.D. = 0.74).

Regarding service procedures, opinions were rated highly ($\bar{x} = 3.83$, S.D. = 0.31). Considering each item individually, the aspect with the highest level of agreement was the convenience and speed of each service step ($\bar{x} = 4.03$, S.D. = 0.63), while the aspect with the lowest level of agreement was the systematic and efficient service process, avoiding complexity. The level of opinion regarding convenience and facilities within the building was high ($\bar{x} = 3.81$, S.D. = 0.82).

The level of opinion regarding convenience and facilities within the building was high ($\bar{x} = 3.80$, S.D. = 0.31). The aspect with the highest level of opinion was the clarity of signage within the building ($\bar{x} = 4.01$, S.D. = 0.83), while the aspect with the lowest level of opinion was the good functioning of utilities such as air conditioning, elevators, electricity, and water ($\bar{x} = 3.77$, S.D. = 0.72).

Regarding public relations... Opinions were generally high ($\bar{x} = 3.83$, S.D. = 0.32). When considering each item individually, the aspect with the highest level of opinion was the consistent and comprehensive dissemination of new service activities ($\bar{x} = 4.11$, S.D. = 0.59). The aspect with the lowest level of opinion was the college's diverse channels for disseminating information ($\bar{x} = 3.67$, S.D. = 0.58).

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