

Factors Influencing User Satisfaction of Financial Services by Personnel at the College of Logistics and Supply Chain

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Abstract.

This study on the Factors Influencing User Satisfaction of Financial Services by Personnel at the College of Logistics and Supply Chain aims to 1) To examine and analyze the factors influencing the satisfaction of personnel who use financial services. 2) To identify approaches for improving the quality of financial service provision for personnel in order to enhance user satisfaction. The population of this study comprised 77 academic and support staff members from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. Data were collected using questionnaires, and the statistical methods employed for data analysis included percentages, means, and standard deviations.

The findings of the survey on the basic characteristics of financial service users indicated that the majority of respondents were female (68.83%), aged 41–50 years (45.45%), held a master's degree or higher (88.31%), had 6–10 years of work experience (57.14%), and utilized the services 2–3 times per week (44.16%). The factors influencing user satisfaction with the financial services of the College of Logistics and Supply Chain Management were, overall, at the highest level (\bar{x} = 4.55, SD = 0.50). When examining each aspect individually, the aspect of service personnel received the highest mean satisfaction score (\bar{x} = 4.65, SD = 0.47), followed by the speed of service, which was also at the highest level (\bar{x} = 4.62, SD = 0.51). The service process and system were rated at a high level (\bar{x} = 4.48, SD = 0.68), while the quality of service received the lowest mean satisfaction score among the aspects, though it still remained at a high level (\bar{x} = 4.44, SD = 0.32). These findings indicate that the financial services of the College of Logistics and Supply Chain Management are highly effective overall and satisfactorily meet user needs across all evaluated aspects.

Keywords: Satisfaction, Financial duties

1. Introduction

For an organization to achieve success, it requires personnel with knowledge, skills, and competencies across various fields to collaborate effectively. This need is particularly pronounced in the context of civil service reform (Ministry of Justice, 2011, p.13). Human resource development plays a critical role in organizational advancement, as the capacity and competence of the workforce are key determinants of organizational success. This is especially relevant for higher education institutions, whose primary mission is to cultivate

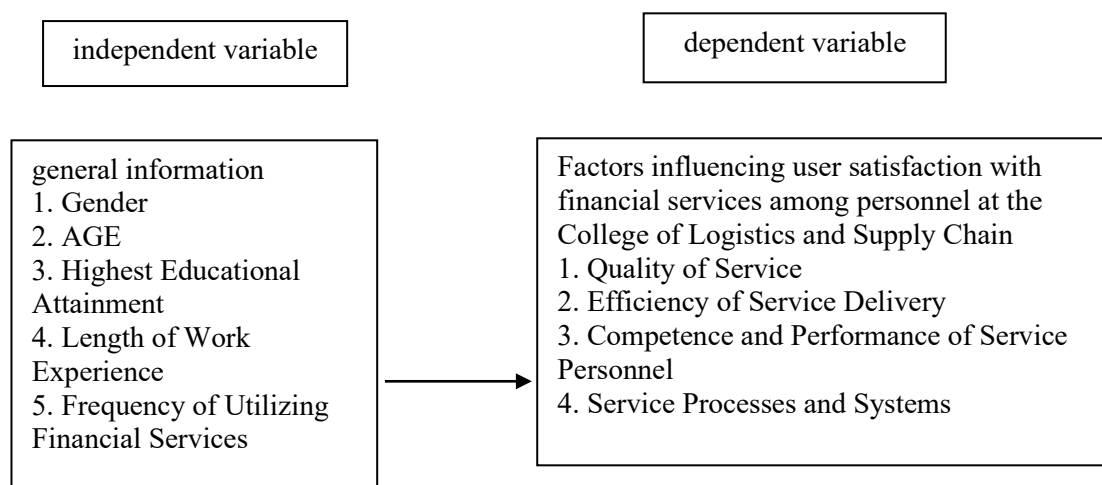
knowledge and produce professionals for society. Consequently, universities must establish well-defined systems and guidelines for personnel development that are responsive to ongoing changes. Human resource development serves as a central factor in facilitating the implementation of an institution's core mission and ensuring alignment with its strategic objectives. In this regard, developing human resources within an organization can be likened to cultivating all essential components necessary to create a comprehensive learning organization that fosters knowledge creation and promotes the development of wisdom for the benefit of society.

Financial management is a fundamental organizational process encompassing budget planning, fund disbursement, expenditure control, and the preparation of accurate and transparent financial reports. Effective financial management directly influences both stakeholder satisfaction and overall organizational performance (Robbins & Judge, 2019; Garrison, Noreen, & Brewer, 2018).

The College of Logistics and Supply Chain Management is a specialized unit responsible for the ongoing management of resources, procurement, and budgeting for various activities. Finance personnel are required to deliver services that are accurate, timely, and efficient to students, staff, and internal departments. The complexity of financial operations, combined with user expectations, can significantly influence service satisfaction. User satisfaction serves as a critical indicator of service quality; highly satisfied users foster trust and loyalty toward the organization, whereas dissatisfied users may lead to decreased trust, reduced organizational efficiency, and a negative impact on the institution's reputation (Oliver, 1997; Kotler & Keller, 2016).

Therefore, investigating the factors influencing user satisfaction with financial services among personnel at the College of Logistics and Supply Chain Management is essential for optimizing service processes, enhancing the competencies of finance personnel, and improving overall service quality. Ultimately, this endeavor seeks to foster user satisfaction and trust, thereby contributing to the long-term sustainability and operational effectiveness of the organization.

mindset



1.1 Research Objective

1) To examine and analyze the factors influencing the satisfaction of personnel who use financial services.

2) To identify approaches for improving the quality of financial service provision for personnel in order to enhance user satisfaction

2. Methods

This study employed a quantitative research design, utilizing questionnaires to collect data on the factors influencing user satisfaction with financial services among personnel at the College of Logistics and Supply Chain Management. The procedures for each stage of the research are detailed as follows : The population of this study comprised 77 academic and support staff members from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. Data were collected using questionnaires, and the statistical methods employed for data analysis included percentages, means, and standard deviations

3. Results and Discussion

The findings of the survey on the basic characteristics of financial service users indicated that the majority of respondents were female (68.83%), aged 41–50 years (45.45%), held a master's degree or higher (88.31%), had 6–10 years of work experience (57.14%), and utilized the services 2–3 times per week (44.16%).

Overall, the quality of financial services was rated at a high level ($\bar{x} = 4.44$, $SD = 0.32$), indicating that users hold a positive perception of the college's financial services. When examining individual aspects, operational reliability and service transparency were rated at the highest levels ($\bar{x} = 4.88$, $SD = 0.35$ and $\bar{x} = 4.86$, $SD = 0.35$, respectively), reflecting systematic and verifiable operations that foster user confidence. Meanwhile, the accuracy of financial documents and data, as well as the precision of information provided, were rated at high levels ($\bar{x} = 4.10$, $SD = 0.31$ and $\bar{x} = 3.90$, $SD = 0.31$, respectively), demonstrating that the financial department maintains rigorous service standards and effectively meets the needs of personnel.

Regarding service speed, the overall level of user satisfaction was very high ($\bar{x} = 4.62$, $SD = 0.51$), indicating that users were highly satisfied with the promptness of financial services. Examining individual aspects, the ease of contacting and accessing services received the highest rating ($\bar{x} = 4.86$, $SD = 0.35$), followed by the speed of service, which was also rated at the highest level ($\bar{x} = 4.52$, $SD = 0.59$). The timeliness of operations was similarly rated at a high level ($\bar{x} = 4.49$, $SD = 0.60$), reflecting that the financial department is capable of delivering efficient and timely services that effectively meet the needs of users.

Regarding service personnel, the overall level of user satisfaction was very high ($\bar{x} = 4.65$, $SD = 0.47$), indicating that users have substantial confidence in and satisfaction with the performance of the personnel. When examining individual aspects, the politeness and manners of the personnel were rated at the highest level ($\bar{x} = 4.72$, $SD = 0.45$), followed by the provision of appropriate advice and assistance, which also received the highest rating

($\bar{x} = 4.64$, $SD = 0.48$). Additionally, the personnel's knowledge and capabilities, as well as their provision of up-to-date information, were rated at the highest level ($\bar{x} = 4.62$, $SD = 0.47$). These findings suggest that the service personnel possess the competence, positive attitude, and capability to deliver high-quality and professional services.

Regarding service processes and systems, the overall level of user satisfaction was high ($\bar{x} = 4.48$, $SD = 0.68$), indicating that users are satisfied with the operational processes and service systems of the financial department. When examining individual aspects, the convenience of contact channels received the highest rating ($\bar{x} = 4.69$, $SD = 0.46$), followed by the utilization of technology to support service delivery, which was rated at a high level ($\bar{x} = 4.49$, $SD = 0.82$). The appropriateness of the documentation and forms system was also rated at a high level ($\bar{x} = 4.42$, $SD = 0.78$), as was the clarity of service procedures ($\bar{x} = 4.32$, $SD = 0.67$). These findings indicate that the financial department has established standardized service systems and processes that facilitate efficient communication and provide convenience to service users.

The study on factors influencing user satisfaction with financial services among personnel at the College of Logistics and Supply Chain Management revealed an overall satisfaction level at the highest level ($\bar{x} = 4.55$, $SD = 0.50$). When examining individual aspects, satisfaction with service personnel was the highest ($\bar{x} = 4.65$, $SD = 0.47$), followed by service speed, which was also rated at the highest level ($\bar{x} = 4.62$, $SD = 0.51$). Satisfaction with service processes and systems was rated at a high level ($\bar{x} = 4.48$, $SD = 0.68$), while service quality received the lowest satisfaction score, though it remained at a high level ($\bar{x} = 4.44$, $SD = 0.32$). These findings indicate that the financial services of the College of Logistics and Supply Chain Management are highly efficient overall and effectively meet user needs across all evaluated aspects.

4. Conclusion

A study on factors influencing user satisfaction with financial services among personnel at the College of Logistics and Supply Chain Management found that overall satisfaction was at the highest level, indicating that the financial services effectively meet user needs. These findings are consistent with the research of Naphat Phunakhao and Todtamon Sangsawang (2020) on factors influencing the satisfaction towards financial and accounting services in a private vocational education institution in Khon Kaen Province, which reported that clear service timelines were established for each operational step; service delivery was prompt and accurate; technology was utilized to streamline operations; tasks were performed in accordance with regulations; staff demonstrated enthusiasm, attentiveness, and willingness to provide service; services were delivered in a friendly and courteous manner; and staff provided effective guidance and responses to inquiries. The results also align with Parasuraman, Zeithaml, and Berry (1988), who asserted that high-quality service across multiple dimensions leads to elevated user satisfaction.

The service processes and systems were rated at a high level, indicating that the procedures and documentation systems are appropriate and conducive to effective service

delivery. Relevant forms and manuals are provided for users to follow, ensuring that expense reimbursement processes are accurate and compliant, thereby minimizing complexities, errors, and delays resulting from staff misunderstandings. Another critical approach to development involves preparing personnel through training, education, and the dissemination of up-to-date information. This includes leveraging technology and fostering an organizational culture that enhances the capacity to manage work processes efficiently. These findings are consistent with the research of Areerakulkan, N., & Pongpech, W. A. (2021), who proposed the Dempster–Shafer Big Data Readiness Assessment Model and highlighted that data-driven change involves transforming organizational infrastructure, strategies, methods, technologies, or culture to facilitate and support data-driven decision-making.

Acknowledgment

Factors influencing user satisfaction with financial services among personnel at the College of Logistics and Supply Chain, has always been well supported by the President of Suan Sunandha Rajabhat University, Dean, Deputy Dean and the executives of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, who kindly provided advice, consultation and various useful comments in conducting the research. The researcher would like to thank you on this occasion.

We would like to thank the experts and scholars from various agencies who kindly provided suggestions to enhance the quality and completeness of the research. I would also like to thank the sample group of personnel from the College of Logistics and Supply Chain, including academic and support staff, who kindly cooperated by answering the questionnaires and participating in the focus group discussions, providing valuable information for the research.

We would like to thank all sponsors and stakeholders, including those not mentioned here. The researcher sincerely hopes that the findings and suggestions from the study will serve as guidelines to help improve the efficiency and quality of future operations.

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