SATISFACTION OF CAMPUS BOOKKEEPING MANAGEMENT.

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ABSTRACT

Satisfaction level of campus bookkeeping management is one of the best ways to make an assessment of the effective management to meet the expectation of the users and stakeholders. Campus bookkeeping management is gain more complexity and larger business transactions. Therefore, it is vital to the success of the overall picture of Suan Sunandha Rajabhat University management to investigate this issue. Effectiveness of campus bookkeeping management certainly enhance the positive integrity image of university and control which it is also essential to assure public confidence. Satisfaction of both staff, and faculty members in campus is the topic of study. The objectives of this research were to examine the flow of document and process of campus bookkeeping and to offer guidelines to improve the flow of document and process of campus bookkeeping. With the use of a qualitative research technique, a total of 20 main staff and faculty members from various departments of university at the third of the year 2019 was subjected to an in-depth interviewed. The findings of this study showed that the focus group reported that the majority of them were highly satisfied with the flow of document and process of campus bookkeeping. The reasons included that system was updated and participants found it moderately difficult to use. However, the speed and the level of accuracy had been very satisfied.

**Keyword:** Satisfaction, Bookkeeping, Document Management

INTRODUCTION

Bookkeeping management is vital to the success of the modern highly competitive university of Thailand. There are many reasons that bookkeeping is indispensable factors to ensure high level of competitiveness. Bookkeeping management of the campus of Suan Sunandha Rajabhat University often are responsible for some important organization's account, vital official government document, contracts, and business transactions. Their duties also include the responsible for producing current situation and students' affair reports and financial reports, and other reports for a variety of campus meeting, for supervisors and managers. It is one of the important jobs in the campus and is an ideal choice for employees who have attention in details and can focus on the long and tedious reports as well as having a passionate about keeping inform the management and executives of the university. The real important fact is the disruptive technology in this decade has a direct and indirect impacts on the job position and work description of bookkeeping management. The advance in new information technology certainly helps to make the document management or bookkeeping management easier, faster, and with higher accuracy. Information technological change and new automation system of bookkeeping are expected to reduce demand of employees in document management and bookkeeping management in campus and other business in private sector. However, it also reduce the demand of staff in this area due to the changing from old manual system of bookkeeping into modern system of information technology of bookkeeping. Moreover, the job of document management and bookkeeping tends to be more flexible that often allow telecommuting and work-at-home. The flexible of job description

and job responsibility is considered as good for modern employees which can be able to work anyplace and anytime and still be able to perform with high productivity. Therefore, location is no longer an important constraint for employees in the field. Many vital questions have been raised about the obsolete of bookkeeping position in world of business and bureaucracy. In fact, many experts in the field concurred with the idea that automation and advance information technology will not make bookkeepers obsolete. Both automation and advance information technology will actually make the jobs for effective and efficient. The speed and accuracy will be improved but the requirement to have bookkeepers still be there with the growth of the business transactions and its volumes.

RESEARCH METHODOLOGY

To gain the understanding of the study, there are five important steps of conducting this study: define research problems, set up research purposes or aims, use the qualitative method, obtain results and discussion, and finally offer suggestions. In order to obtain the findings and answers to this research objectives, the aims of this study were to survey the level of satisfaction of document management and to offer ways to improve satisfaction of document management. By using a quantitative research technique, a total of 120 staff who were from various departments of university at the summer of the year 2019 was chosen for survey. A Likert-five-scales interview was developed and conducted to gain more in-sight information from the respondents.

| Statement of problems | Research Objectives | Qualitative method | Results and discussion | Suggestions |
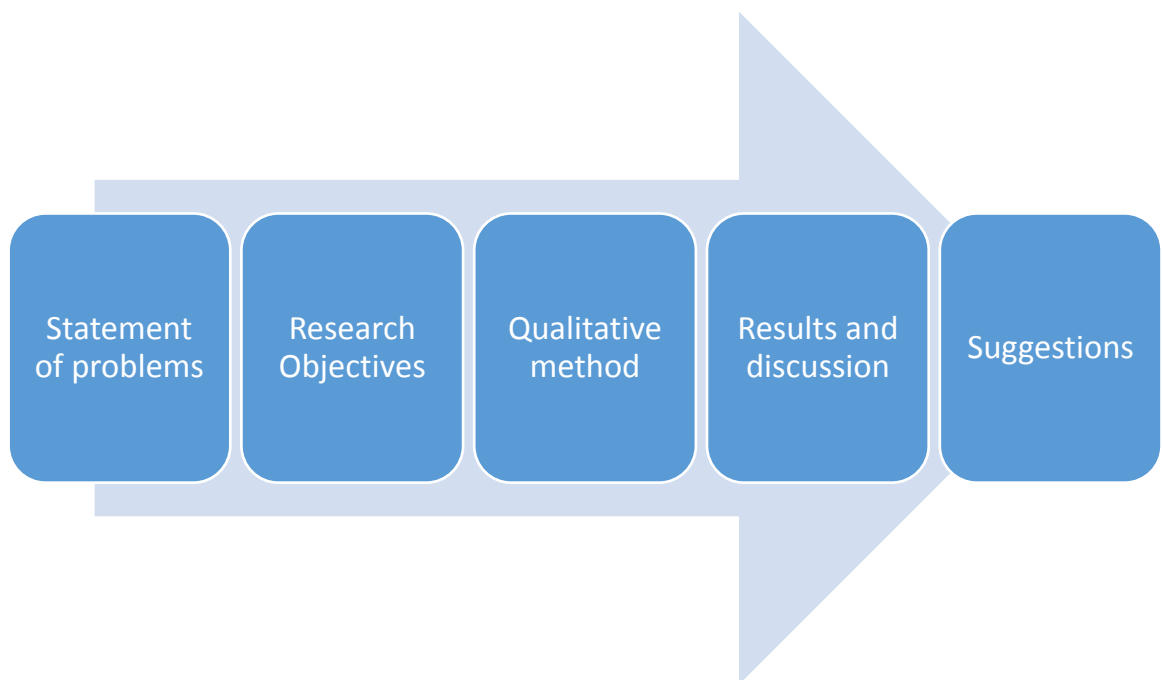
FINDINGS

The backbone of success is the ability to process document accurate on time. In fact, document management and bookkeeping management may not be considered by many as the high level jobs or the most important work in the campus of Suan Sunandha Rajabhat University but, in fact, it is necessary and significant to the success of the overall picture of university. Without the proper booking management, it will be very hard to make any proper decisions and will be detrimental to the success of the university. Despite its image of

monotonous, dull and boring job assignment, however, to maintain high level integrity of the management process of higher education institutions, it is essential to survey the level of satisfaction of the works of employees to gain real and actual feedback of those who were working on document management. Satisfaction of document management helps directly and indirectly to enhance the better quality document management as well as to create a better image of trustworthiness of document management of the university. The findings from these important respondents revealed that they concurred showed their high level of satisfaction with document management offered by the staff of the university. Overall, document system and bookkeeping management had met their expectation. One last factor that helps to increase the level of satisfaction was that Suan Sunandha Rajabhat University offered a regular updated training for employees who were working in the area of document management and bookkeeping management. The special training sessions often covered some new legal and new regulations and some new information technology and new applications that can help to increase speed, accuracy, and effectiveness of their works.

SUGGESTIONS

However, there were important suggestions from their feedback that can help to enhance the better quality of document management and bookkeeping management. There are five suggestions from this study. First is to offer all communication online and on social media as much as possible. This will help to gain open and transparency for any open document and what is the source of the information. Online document helps with the speed of the information, however, it is important to be aware of the responsibility about the integrity of information. Second is to have a contact name of staff who handle the special important document. The network must be created in the campus to understand whose responsibility belong to whom and ways to find the person who accountable with the information. Third is to improve the accuracy of the language of document. It is very significant that the accurateness of the language must be checked and rechecked by the experts. Poor gramma signified the poor quality of work and un-trustable or unreliable of the information. Finally, professional work ethics of bookkeeps help to protect the university from risks of making poor decision from wrong information, poor and untimely information, and inaccurate information.

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