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EFFECTIVENESS OF ADMINISTRATION OF TUITION COLLECTION SERVICES.

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ABSTRACT

In the modern higher education, many changings in the globalization and disruptive technology resulted in the new way of working in the administrative works and management of the higher education institutions. To be able to compete with other universities, Suan Sunandha Rajabhat University must have new tools to effectively enhance the work of administration and information in terms of tuition collection services. In other words, to increase the productivity and reduce costs are two major results of effectiveness of administration and information. The purposes of this study were investigate the current situation of administration of tuition collection and to enhance the effectiveness of administration the tuition collection services in the campus of Suan Sunandha Rajabhat University. In order to obtain the answers for research questions, this research employed quantitative research technique. The sample group consisted of 400 students both male and female from four main groups: freshmen, sophomore, junior, and senior. The study initiated at the second quarter of the year 2019 and the research areas was conducted at the main campus of Suan Sunandha Rajabhat University. The findings of the research can be reported that there were four factors of enhancement of effectiveness of the administrative of tuition collection services. These four factors included the speed, accuracy, flexible, and cost reduction. The investment in new computer programs helped the university to achieve four factors.

Keywords: Tuition Collection, Services, Effectiveness, Administration

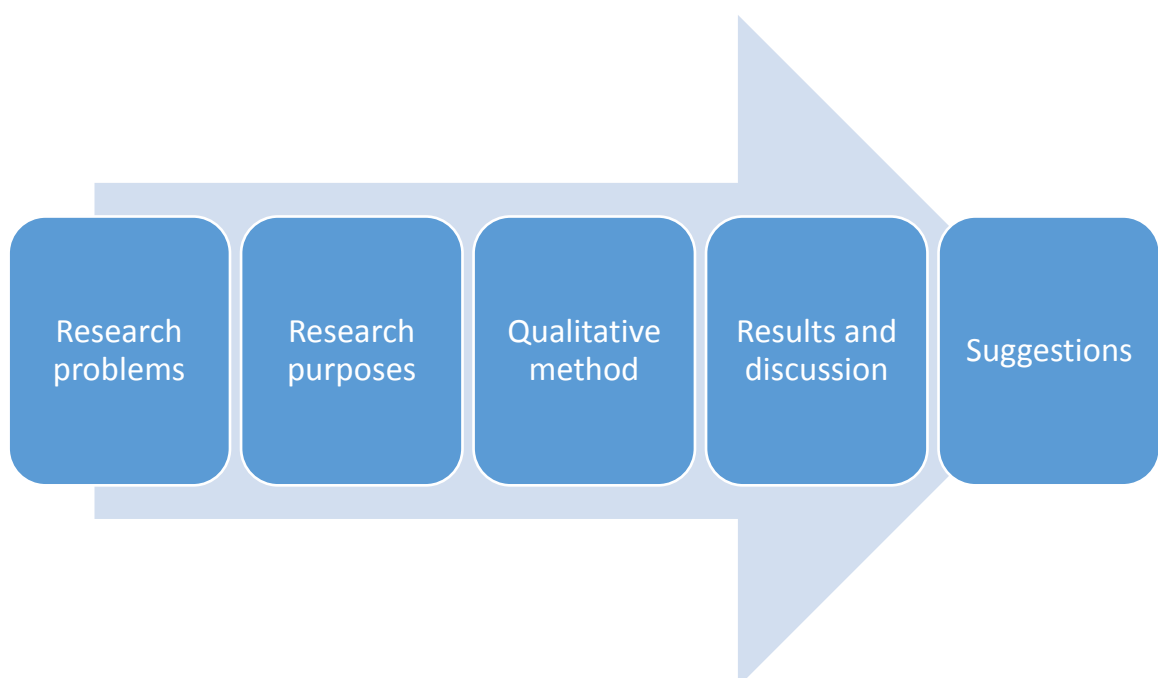
INTRODUCTION

An electronic bidding system or E-bidding which all more participants in the online bidding event. The bidding system is one of the most important phases in the purchasing department of the campus. It helps to expands business by successful bidding on many different projects. This system will allow companies or suppliers to prepare realistic bid proposal. The system can allow a large number of suppliers to participate which helps to select the proper one for the university in a short period of time. Whereas, the traditional bidding system is often considers as having a long process, long proposal preparation time, unnecessary time consuming, requiring a great deal of effort, and susceptible to the unfair practices. The need for E-bidding increase due to the requirements of the government to increase both level of effectiveness and level of fairness of bidding system. In fact, increased different business volumes with local and central government which affects directly the need to use as well as the need to improve the system to be high speed, with accuracy, and allow more participants to enter the system fairly and equally. The existence of E-bidding system is one of the most important function of purchasing management and the use of government budget and university budget of the campus of Suan Sunandha Rajabhat University. It is widely accepted in modern financial management that E-bidding system helps to increase productivity, provide visibility to business transactions, and make it easier for users and

participants to get suppliers they needed as soon as possible and within the budget. However, many can argue that the E-bidding system is over reliance on technology and disable our discretion and due diligence which may cause devastating shortage of supply, delays of supply, and supply chain disruptions. Moreover, the system many increase the level of complexity which the aims of original system is to be simple and easy to use. The cost of E-bidding must be included with cost of time, disruption, and poor integration with the existing systems. In fact, there is less evidence of the situation of high disadvantages of using E-biding system to happen. Most of the time, the new system helps to save cost, save time, and increase productivity. In addition, by allowing more participants in the system, it often reduces the cost of purchasing and managing.

RESEARCH METHODOLOGY

E-bidding is the modern system which has been highly and necessary promoted by the government to be implement in all public universities to be fair, accurate, and effective to all various participants of the system. Campus E-bidding of Suan Sunandha Rajabhat University is considered as vial system and need to move on to the next level of effectiveness. However, the system is one of the stable and effective systems that had been implemented with the support of top level of management, staff, and technicians in campus. The integrity and equity of E-bidding system will intensify the success of the finance office and purchasing system of university management. The E-bidding must be constantly improved and promote the understanding in order to keep the image of strong system of prudential and integrity. Therefore, the level of satisfaction of various participants is necessary feedback to comprehend for the improvement. The aims of this study were to investigate the level of satisfaction of campus E-bidding from various participants and to ensure the understanding and convincing about the benefits of campus E-bidding. By utilizing a proper technique of quantitative research technique, a total of 100 main users and participants of E-bidding from various departments of university at the summer of the year 2019 was subjected to be interviewed by the use of modern designed questionnaire. A Likert-five-scales interview was actually developed mainly to gain more in-sight information from three groups: management, staff, and bidders.



FINDINGS

In the modern world of changing and fast improving of information technology. E-bidding is one of the innovative systems promoted directly by many government and its administration to be implement in all public universities all over Thailand. The focus of implementation was the strong belief that the innovative bidding system will reduce the old traditional bidding system such as time consuming, tendency to have the monopoly of valuable and timely information of some participants, and susceptible to corruption both minor and major one. The new system supposed to be fair, accurate, and effective to all various participants who utilize the system. Campus E-bidding of Suan Sunandha Rajabhat University can considered as one of an innovative stable and effective systems that had been implemented with the strong support from top level of management, qualified staff, and high level of knowledge and skills technicians. \

In fact, the focus on new technology to implement with highly integrity and equity of E-bidding system is vital to the success of the finance office and purchasing system of university management and executive level. However the E-bidding need to be constantly improving, checking, monitoring, and collecting many different sides of participants in order to keep the image of high level of trustable and of strong prudential and integrity. Therefore, the study and the data collection of level of satisfaction of various participants is an important process that must be done with experts. Since the objectives of this study were to investigate the level of satisfaction of campus E-bidding from various participants and to understand the benefits of campus E-bidding. Certainly, there is a strong need to utilize a proper technique of quantitative research technique. A total of 100 participants of the system was randomly chosen from many different departments of university during the summer of the year.

The findings from this non probability and randomly sample group revealed that they were highly satisfied with the use of campus E-bidding system. At present, the system is becoming trustable and source of obtain direct information from the university about the bidding system and future bidding information. Public relation news offered by E-bidding system of the main campus are regularly checked and used by all participants. The system often offered the bidders and other who are directly and indirectly involved with correct information, useful information, and timely information. Overall, the campus E-bidding system had closed the gap of expectation better than the old traditional system by meeting the sample group high expectation in all categories such as speed, accuracy, low cost, time effective, and other factors.

SUGGESTIONS

However, from the survey study, there were some important suggestions from collected from their direct feedback that can help to enhance the system. First, the information of all bidder background, picture, location, and any other significant information must be download to the system and must be an open information that all participants can overview and checking for the true facts. Second, the system of online E-bidding system needs to include sufficient background of all the bidders and must be able to check and monitoring every steps of the work progress. By this way, the system will improve the integrity and equity of the system as all have in their expectation. Third, the E-bidding system needed to be more stable and allowed all participants to gain the updated information instantly. The showing of unable to provide any information or need more time to re-set the system is a sign of not effective of the system and must be handled as fast as possible.

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