

SATISFACTION OF FINANCE OFFICE AND WORKING CONDITIONS IN CAMPUS.

Montree Sairotrung & Asst. Prof. Dr. Kevin Wongleedee
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: montree.ch@ssru.ac.th, kevin.wo@ssru.ac.th

ABSTRACT

Satisfaction of finance office and working conditions in campus is an essential study for the attitude of staff in Suan Sunandha Rajabhat University whether they are happy and fulfilling their expectation and needs at workplace under the campus working conditions and its environment. Satisfaction can be measured with the results can be used for some policies to be enhanced. The objectives of this survey were to investigate the level of satisfaction of staff in finance office and their perception of working conditions and also aimed to offer guidelines for enhancing better campus working conditions. By employing a quantitative research method, a total of 200 employees who were working directly in the finance office and related fields from various departments of university were randomly chosen during the summer of the year 2019. The sample group were they subjected to a survey interviewed to elicit their opinions, comments, and suggestion. A five points of Likert-five-scales interview was designed and developed to obtain more in-sight information from three groups: staff, faculty members, and management. The findings from this study revealed that the majority of respondents were highly satisfied with campus finance office and working conditions with the overall mean of 4.76 and standard deviation of 0.9001. The positive attitude environment in the campus, open communication policy, and career development were three essential elements to contribute the level of satisfaction.

Keywords: Campus, Finance, Satisfaction Level, Working Conditions

INTRODUCTION

There are two component of working conditions which plays an essential role for employees in terms of level of satisfaction, motivation performance, and productivity. The two important components of working conditions are physical working environment and behavioral working environment. Both are significant and have both direct and indirect effects on the employee level of satisfaction, motivation, performance, and productivity of finance office of Suan Sunandha Rajabhat University, Bangkok, Thailand. In fact, many organizations have been trying new management techniques, new policies or rules and regulations, and improved working environment and aim a positive improvement of their employees' performance and productivity. Level of satisfaction of employees in the campus of Suan Sunandha Rajabhat University has been surveyed and with data collection every year in order to use this vital information to enhance the rules and policies to match with the needs and wants of employees. Comments and suggestions from employees in any areas from any department often being taken seriously. The happy family is considered one of the corporate culture of the campus that all employees have job security and healthy working environment and good opportunity for advancement and career improvement. However, the focus of this study is on the accountant employees in the campus. They are a special group that working on the numbers which have a high pressure to be very accurate and must be able to submit the work on time. Useful account information must be fast, accurate, and explainable in detail.

The use of computer technology helps to make the modern job of accountants easier than in the past to achieve the target of fast and accurate. But the fact that there are many details and many situations that human discretions still an important factor. The elimination of paper based accounting helps to reduce many errors and lost or misplaced data. Reporting of financial and accounting information is now easily to achieve with all relevant accounting and financial data stored electronically in the database in campus. The data based system can help to ensure integrity of data and dramatically improve regulatory compliance.

There are many studies on the level of satisfaction of employees in modern organizations but the focus of this research is satisfaction and happy with the working environment in the campus of accountants and finance staff. The working environment, human resource management policy, relationship with boss and peers are all significant to the level of satisfaction and happiness in general. Satisfied accountant is the same as any employee that he or she will be more productive and provides more added values to the organization when they are satisfied and happy with their current situations with the organization. In term of accountants, the high level of satisfaction, we expect that they will have low risk of performing poor jobs with the risk of human errors. In order to measure the level of satisfaction of accountants, the survey contains five response categories from each accountant who may describe the influence of important factors in campus. The five responses include very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, and very dissatisfied. The points will be assigned as 5, 4, 3, 2, and 1. The overall high score will be reported as high level of job satisfaction. In general the level of satisfaction of employees is one of the best measurement about morale, job satisfaction, and working conditions that may affect employees' performance, turnover rate, and level of productivity.

RESEARCH METHODOLOGY

Satisfaction of accountants is the main focus of this study. The accountants means the specific group of employees who taking care of university's accountant, funds, financial and accounting data. Lever of satisfaction can be used to describe whether a group of accountants working in Suan Sunandha Rajabhat University are satisfied, happy, and fulfilling their expectation and needs from policy, peer, boss, workplace, and working conditions or not. Satisfaction can be measured every year and the information can be used with some policies to enhance the overall performance of the organizations.

The objectives of this survey study of the level of satisfaction of accountants and their working conditions and to offer guidelines for enhancing better working conditions. By employing a qualitative research method, a total of 120 accountants and related fields from various departments of university was selected at the summer of the year 2019 and they were subjected to a rigorous survey interviewed. In addition for data collection, a Likert-five-scales interview was designed and conducted as the research tool to gain more in-sight information from three groups: students, staff, and faculty.

FINDINGS

In order to obtain the finding, the process of research study had been plan and implement with seriousness of the researchers. There are five steps of conduction this research: statement of the problem, aims of research, data collection, data analysis, findings and discussion, and conclusion. By employing the method of surveying by using five points Likert-scales interview, the findings of this study can be reported that level of satisfaction certainly have an impact on the accountants, who were working in the campus of Suan Sunandha Rajabhat University, directly and indirectly an, in turn, affected the success of

campus organizational business as well as the key success of campus organizational business such as strength of teamwork, positive work environment, high productivity, strong performance, and long-term profitability. However, key success of campus organizational business often related to the composited characteristic traits of and corporate culture and value of the university. High level of satisfaction in the off of accountants can affect the issues of the effectiveness of leadership and followership, strong positive communication, improvement of people skills, and teamwork. The findings from the survey of this study can be reported with positive outlook with the level of satisfaction. The majority of respondents revealed that they were very highly satisfied with campus working conditions with the overall mean of 4.76 and standard deviation of 0.9001.

In fact, the working conditions of the campus has been improving by direct feedback of employees of the university. Therefore, for the last few years, positive working conditions and environment of many organizational business in campus have a direct positive impacts on the improvement of high productivity and the strength of harmony in the campus. It is obviously clear that there are many activities that the success depended on strong team work and full participation of all employees. These activities also the strong and visible evidences of success and can be linked back to the high level of satisfaction of employees in the campus of Suan Sunandha Rajabhat University.

SUGGESTIONS

One of the most important things from this study was the free flow of comments, feedback, and suggestions from the accountants who have a long experience working in campus and have witness the up and down of growth of the campus. Therefore, management level should pay heed to their advices and track down every comments and come up with positive and innovative ideas that can help to improve the situation of the university from good to best in the near future. From their comments and suggestions, there are many innovative ways to increase level of job satisfaction.

First is to providing and improving positive attitude of employees and management level that will affect positive working environment. Second is to use small rewards and recognitions but continuously to all employees to intensified that their hard working, their positive contribution have been recognized by the university. Third is to use regular training to increase accountant knowledge and skills and allow full level of campus employee engagement in the training. Forth is to encourage and support employees' career development as well as ensure the fair evaluation and assessment within the organization together with transparency of merit system of compensation, and others. Finally is to promote positive attitude workplaces flow of free and open communication and support the positive working environment with free from too much stress, and discrimination practices. It is believed that campus of Suan Sunandha Rajabhat University would be more productivity and high profitability by having happy employees with the positive and healthy environment in the campus.

ACKNOWLEDGEMENTS

My appreciation goes to Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. Many big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my deeply appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

REFERENCES

- [1] Daft, R. L. (2009). *The New Era of Management*. Thomson: international edition.
- [2] Dogson, M. (2000). *The Management of Technological Innovation*. Oxford University Press.
- [3] Fahey, L. & Randall, M.R. (2010). *The Portable MBA in Strategy*. New York: John Wiley & Sons, Inc.
- [4] Fayol, H. (1949). *General and Industrial Management*. London: Pitman.
- [5] Frederick H. (2003). *One More Time: How Do You Motivate Employees?* Best of HBR. Harvard Business Review. Page 87-96.
- [6] Fulton-Calkins, P. (2007). *The Administrative Professional: Technology & Procedure*. 13th edition. Thomson: South-western- Ohio, USA.
- [7] Hung, Ho-Fung & Kucinkas, Jaime. (2011). Globalization and Global Inequality: Assessing the Impact of the Rise of China and India,1980–2005. *American Journal of Sociology*. 116 (5), 1478-1513.
- [8] Ghillyer, A. (2008). **Business Ethics: A Real World Approach**. International Edition. McGraw-Hill Irwin: New York.
- [9] Dawes, R., D. Singer & Lemons, P. (1972), “An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude.” *Journal of Personality and Social Psychology*, 21(3), 281-295.
- [10] Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.
- [11] Ekinci Y. & Sirakaya E. (2004). ‘An Examination of the Antecedents and Consequences of Customer Satisfaction’. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- [12] Halil Nadiri and Kashif Hussain (2005), “Diagnosing the Zone of Tolerance for Hotel Services”, *Managing Service Quality*, Vol.15, 3, p.261.
- [13] Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Qualit. p.47.
- [14] Wongleedee, Kevin (2017). “Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines” Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 1 (187) 2017.
- [15] Wongleedee, Kevin (2016). “Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand” Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 6 (182) 2016.
- [16] Wongleedee, Kevin (2016). “Customer Satisfaction as a Factor of Airlines’ Loyalty programs Development: the Case of Thai Airways-Domestic” Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 1 (175) 2016.
- [17] Wongleedee, Kevin (2016). “Important Motivation Factors For Foreign Reinvestment in Thailand” Suan Sunandha Rajabhat University, Actual Problems of Economics. *Scientific Economic Journal*. No 6 (180) 2016.