

EXPECTATIONS AND CONDITIONS OF PARENTS ON QUALITY OF SECRETARY OF THE PRESIDENT, SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

This study sought to determine a perspective of expectations of parents on quality of secretary of the president of Suan Sunandha Rajabhat University. The author conducted a survey of parents of first year students. The research used check list and filling out questionnaires as a data collection instrument. The survey about participation in promoting learning of first year students at Suan Sunandha Rajabhat University used rating scale. The study used a five point Likert scale questionnaire measure which respondents choose to indicate their reasons affecting expectations and conditions of parents on quality of secretary of the president of Suan Sunandha Rajabhat University. This study was done by using descriptive statistics and inferential statistics such as percentage, averages and standard deviation. The findings were as follows 1) parental expectations on quality of secretary of the president of Suan Sunandha Rajabhat University was at the highest level. This study examined three dimensions. (1) knowledge and skills to help the parents (2) acting with integrity and being accountable (3) fostering collaboration and teamwork, problem-solving, and self-confidence which was at the highest level. Meanwhile, condition that parents recognized about caliber of students was at the high level. When considering each aspect, all three aspects were at the high level. 2) The comparison study of expectations and conditions of quality of secretary of the president of Suan Sunandha Rajabhat University found that (2.1) expectations of quality of secretary was highest. The aspect with the most expectation was knowledge and skills to help the parents, followed by acting with integrity and being accountable. Fostering collaboration and teamwork, problem-solving, and self-confidence had the least expectation. (2.2) conditions of quality of secretary of the president of Suan Sunandha Rajabhat University was at the high level. The best condition was fostering collaboration and teamwork, problem-solving, and self-confidence, followed by acting with integrity and being accountable. The aspect with the least condition was knowledge and skills to help the parents. Consequently, expectations and conditions of quality of secretary of the president of Suan Sunandha Rajabhat University had significant difference.

Keyword: expectation, condition, parents, quality of secretary

INTRODUCTION

Regulations 2003 on “government agencies’ duties are to create knowledge to build an institution of learnings. They can get information, process and apply what they learn correctly and quickly to operations. To promote skills, create vision, and change attitudes of officials is to be efficient and knowledgeable. Provide services to people for maximum satisfaction is the ultimate objective of every organization in public and private sections. Since governmental reform in 2002, the government has emphasized every government agency for quality improvement and provide services to the people. The government has started improving their

services to be convenient, fast and just by reducing the steps and provide convenience to give satisfactory services to the people.”

Secretaries have an important role to work alongside others and executive inside and outside the organization. Secretaries help the executive to achieve their goals, build relationship in the organization, are the medium between the executive and others, and create image of the organization and executives. Besides professional knowledge, secretaries need good judgement and order the importance of work inside their capacities.

Accordingly, secretaries or assistants of the executives are important to the executives. They are close to the executives and are trusted. Secretaries are ready to take responsibilities and carry out the work efficiently.

The author saw the significance of this subject which is the tool to measure the quality of work of secretaries and efficient management of the organization. The study aims to create inspiration and quality of secretary.

RESEARCH OBJECTIVES

1. To investigate Expectations and conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University

2. To compare Expectations and conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University

Hypotheses

Expectations and conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University is different.

Literature Review

- Satisfaction theory

Shelley (1975) said that humans have positive and negative emotions. Positive emotions is the type that when it happens it will bring happiness. On the other hand, negative emotion is the type that when it happens it will bring discomfort. The relationship between the two emotions is the system of satisfaction. Vroom (1964) noted attitude and satisfaction of something can be replaced. Because the two words are defined as the result of a person participating. Positive attitude shows as satisfaction while negative attitude shows as dissatisfaction. Satisfaction is a factor that influences efficiency of operating, efficiency at work and goal attainment.

Aday and Anderson (1975) said satisfaction is emotion and ideas about people's attitude which come from experiences of people who receive service. And, experiences meet expectation of people who receive service. The level of satisfaction depends on different factors.

RESEARCH METHODOLOGY

1. Scope of research

This study examines expectations and conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University. The study examined personal factors of the parents such as age, sex, education level, occupation, income and status. Expectations and conditions of parents are as follows: (1) knowledge and skills to help the parents (2) acting with integrity and being accountable (3) fostering collaboration and teamwork, (4) problem-solving, and self-confidence.

2. Population and samples

- Population is parents of first year undergrads in the Faculty of Education, Sunandha Rajabhat University.
- Samples are 53 parents of first year undergrads in the Faculty of Education, Sunandha Rajabhat University. Krejcie & Morgan, Stratified Random Sampling, and Simple Random Sampling were the sampling methods used.

3. Data Collection Tool

- Questionnaires
 1. Part 1: general information of respondents such as sex, age, faculty of students, income which is check list.
 2. Part 2: In-depth interview for opinions, improvement, suggestion which are open forms.

4. Data Analysis

- Steps
 1. To search for information about research online to bring theories to survey creation
 2. To create survey to cover contents to study and present them to advisors to check for completion and for suggestion to improve the survey
 3. Try-out the improved survey on 30 samples and analyze reliability to get complete survey and use for data collection
- The author bring interview to analyze
 1. General information is check list and fill out which is rating scale and 5 scale Likert.
 2. Statistics was descriptive statistic and inferential statistics used which are percentages, averages, and SD.
 3. The survey measure reasons that influence expectations and conditions of parents on quality of secretary of the President, Sunandha Rajabhat University.
 4. Opinion and suggestion were used as content analysis.
 5. Variables
 - 5.1. Independent variables are conditions of parents on quality of secretary of the President, Sunandha Rajabhat University.
 - 5.1.1. Age
 - 20-29 years
 - 30-39 years
 - 50 years and above
 - 5.1.2. Sex
 - Male
 - Female
 - 5.1.3. Education level
 - Primary
 - Secondary
 - Diploma
 - Bachelor's degree
 - Master's degree
 - Ph.D.
 - 5.1.4. Occupation
 - Agriculture
 - Government agency or state enterprise
 - Contractors
 - Business
 - Others

5.1.5. Income

- 10,000 baht or less
- 10,001-20,000 baht
- 20,001-30,000 baht
- 30,001-40,000 baht
- 40,000 baht or more

5.1.6. Status

- Married
- Single
- Separated

RESEARCH RESULTS

Table 1

The author concluded that:

1. The study which examine expectations of parents on quality of secretary of the President, Suan Sunandha Rajabhat University. (1) knowledge and skills to help the parents (2) acting with integrity and being accountable (3) problem-solving, and self-confidence which was at the highest level.

2. The study which examine conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University. (1) knowledge and skills to help the parents (2) acting with integrity and being accountable (3) problem-solving, and self-confidence which was at high level and different from expected.

Table 2

quality of secretary of the President, Suan Sunandha Rajabhat University	expectations			Multiple comparison	conditions			Multiple comparison
	ave	S.D.	level		ave	S.D.	level	
(1) knowledge and skills to help the parents	4.64	.366	highest	(1)>(2),(3)	3.72	.378	high	(2)>(1) (3)>(1),(2)
(2)acting with integrity and being accountable	4.63	.391	highest		3.80	.413	high	
(3) problem-solving, and self-confidence	4.63	.372	highest		3.87	.462	high	
total	4.25	.333	highest		3.80	.352	high	

The author concluded that:

The expectations and conditions of parents on quality of secretary of the President, Suan Sunandha Rajabhat University was at the highest level.

1. The expectations of parents on quality of secretary was at the highest level, which are knowledge and skills to help the parents, acting with integrity and being accountable, problem-solving, and self-confidence.

2. The conditions of parents on quality of secretary was at the high level which are problem-solving, and self-confidence, acting with integrity and being accountable, knowledge and skills to help the parents, respectively.

RESEARCH SUGGESSTION

The author suggests:

1. knowledge and skills to help the parents: should study information
2. acting with integrity and being accountable: should be responsible to assigned work
3. fostering collaboration and teamwork: should speak with clarity and provide correct information
4. problem-solving, and self-confidence: should solve problems which are important first

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