

SATISFACTION OF PARENTS ON UNIVERSITY ADMINISTRATION, SUAN SUNANDHA RAJABHAT UNIVERSITY.

Warangkana Kongsil & Assoc.Prof.Dr.Chutikarn Sriviboon

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail:warangkana.ko@ssru.ac.th,chutikarn.sr@ssru.ac.th

ABSTRACT

This study sought to determine a perspective of satisfaction of parents on university administration at 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 four point Likert scale questionnaire measure which respondents choose to indicate their reasons affecting parents' participation. This study was done by using descriptive statistics such as averages and standard deviation. The findings were as follows 1. satisfaction of parents of first year students towards university administration, Suan Sunandha Rajabhat University. This study examined four dimensions. The results of this study showed that parents were most satisfied with the university administration with respect to academic management, student activities, human resource management respectively. Parents were least satisfied with food and building.

(1.1) Academic management: This study showed that parents reported high level of satisfaction towards academic management. Respectively. As quality elements parents emphasized bolstering physical and emotional development, social and intellectual curiosity of students. The factors were listed in descending order: curriculum promotes development of skills to work in the real life, having self-confidence, and instructional media. (1.2) Student activities: This study showed that parents reported high level of satisfaction towards student activities. The factors were listed in descending order: welfare including accident insurance for every student, organizing student development activities such as activities for the younger students, and scholarship assistance. (1.3) Human resource management: This study showed that parents reported high level of satisfaction towards human resource management. The factors were listed in descending order: police department, the number of professors per classroom, and the number of administrative officials. (1.4) Food and building: This study showed that parents reported high level of satisfaction towards food and building. The factors were listed in descending order: classrooms are aesthetically appealing, providing supplementary food and clean and nutritious lunch, and preserving aesthetic campus. 2. comparison of parental satisfaction towards the university administration. The demographic of respondents were sex, age, education level, parents' occupation, parents' income, and relationship between parents and students. These characteristics and a number of factors did not affect parents' participation.

Keywords: satisfaction, administration, parents of first year students, comparison

INTRODUCTION

This study sought to determine a perspective of satisfaction of parents on university administration at Suan Sunandha Rajabhat University. The emphasis is on the development of effective teaching and learning in the university. There is a need for much greater understanding of the operating roles and goals of key players in university governance. A greater understanding of factors at play in the governing bodies could provide satisfaction toward the management for parents. Help the management deal with the difficult aspects of their roles to work effectively and happily. The approaches could be extended to future to address these issues. 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 four point Likert scale questionnaire measure which respondents choose to indicate their reasons affecting parents' participation.

Citizens contact government agencies for public services. Because of laws enforcing government agencies to ensure effectiveness, due procedures, better operations, quick and convenient services, and clarity, government agencies are able to quickly carry out the tasks when they contact government agencies. They also make it easier for citizens. Currently, government agencies' efforts to build better service make them perform services effectively, driving down cost, encourage competition, and give public services in all aspects. The findings will provide information for improving university administration.

Significance of research

This study sought to determine a perspective of satisfaction of parents on university administration at Suan Sunandha Rajabhat University. The findings will improve planning.

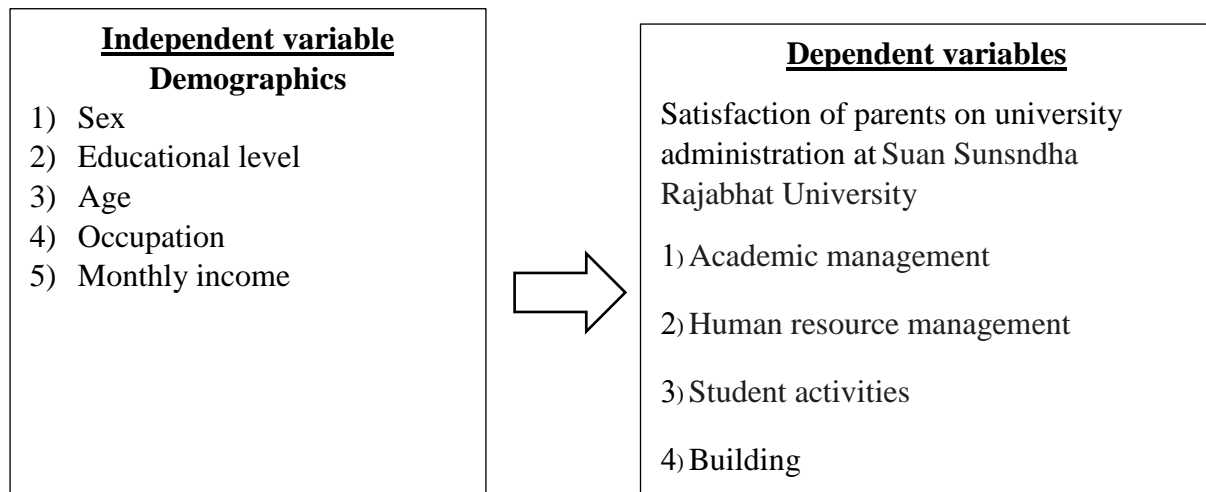
RESEARCH OBJECTIVES

1. To investigate satisfaction of parents on university administration at Suan Sunandha Rajabhat University
2. To compare satisfaction of parents on university administration at Suan Sunandha Rajabhat University

Hypothesis

Satisfaction of parents on university administration at Suan Sunandha Rajabhat University is different.

Conceptual framework



- Population: 121 parents of Faculty of Education, Suan Sunandha Rajabhat University
- Sample: 97 parents of Suan Sunandha Rajabhat University by Krejcie & Morgan

2. Research tool

2.1 Data collection tool

The tool for collecting data for this study was survey which was divided into 2 parts.

1) Part 1: The research about general status used check list and filling out questionnaires as a data collection instrument. The study used rating scale questionnaire in which respondents choose to indicate their reasons affecting parents' participation. The questionnaire was a four point Likert scale.

2) Part 2: the researchers used in-depth interview to look at their opinions, improvements as well as recommendations. The interview was open form.

2.2 Developing tool

1) Studied research objectives to determine scope of survey building

2) Studied relevant research on satisfaction of parents on university administration. The results helped build the survey.

3) Gathered information from observing, interviewing, research literature. The results helped build the survey.

4) Validation of survey through experts.

3. Data collection

The questionnaires were used for collecting data. The sample included parents of Suan Sunandha Rajabhat University students.

4. Data analysis

The researchers analyze the survey responses as follows:

1) The study used check list and filling out questionnaires. Likert scale questionnaire measure which respondents choose to indicate their reasons affecting parents' participation.

2) This study was done by using descriptive statistics such as averages and standard deviation.

- Part 3: The opinions and as well as recommendations were analyzed by content analysis.

5. Variables

5.1 Independent variables are conditions of parents on quality of secretary of the President, Suan 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

6. Scope of research

This study examined satisfaction of parents on university administration at Suan Sunandha Rajabhat University. The demographics were parents' age, sex, educational level, occupation, and monthly income. The four dimensions were (1) academic management (2) human resource management (3) student activities and (4) building.

RESEARCH RESULTS

Part 1

satisfaction of parents on university administration at Suan Sunandha Rajabhat University	N = 66		level	rank
	ave	S.D.		
Academic management	3.65	.714	high	1
Human resource management	3.57	.497	high	3
Student activities	3.59	.750	high	2
Building	3.46	.530	high	4
Total	3.57	.532	high	

The findings were as follows:

1. Satisfaction of parents of first year students towards university administration, Suan Sunandha Rajabhat University. This study examined four dimensions. The results of this study showed that parents were most satisfied with the university administration with respect to academic management, student activities, human resource management respectively. Parents were least satisfied with food and building.

(1.1) This study showed that parents reported high level of satisfaction towards academic management. Respectively. As quality elements parents emphasized bolstering physical and emotional development, social and intellectual curiosity of students. The factors were listed in descending order: curriculum promotes development of skills to work in the real life, having self-confidence, and instructional media.

(1.2) Student activities: This study showed that parents reported high level of satisfaction towards student activities. The factors were listed in descending order: welfare including accident insurance for every student, organizing student development activities such as activities for the younger students, and scholarship assistance.

(1.3) Human resource management: This study showed that parents reported high level of satisfaction towards human resource management. The factors were listed in descending order: police department, the number of professors per classroom, and the number of administrative officials.

(1.4) Food and building: This study showed that parents reported high level of satisfaction towards food and building. The factors were listed in descending order: classrooms are aesthetically appealing, providing supplementary food and clean and nutritious lunch, and preserving aesthetic campus.

2. Comparison of parental satisfaction towards the university administration. The demographic of respondents were sex, age, education level, parents' occupation, parents' income, and relationship between parents and students. These characteristics and a number of factors did not affect parents' participation.

RESEARCH SUGGESSTION

Parents of first-year undergrads on university administration at Suan Sunandha Rajabhat University were least satisfied with food and building. So, the university should improve the quality in this area by providing nutritious food, and preserve aesthetic campus.

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