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Efficiency of Administrative Service Delivery of the Central Division, Office of the President

Natawadee Puttawong¹, Witthaya Mekhum² and Phetcharat Sangneryod³

^{1,3} Office of the President , Suan Sunandha Rajabhat University, Thailand

² Faculty of Engineering and Industrial Technology , Suan Sunandha Rajabhat University, Thailand

*Corresponding author

E-Mail: natawadee.pu@ssru.ac.th, witthaya.me@ssru.ac.th, phetcharat.sa@ssru.ac.th

Abstract

This study investigates the perceived efficiency of administrative service delivery of the Central Division under the Office of the President, Suan Sunandha Rajabhat University. Administrative services function as the primary gateway of official document processing for executive decision-making and play a critical role in supporting coordination, communication, and operational effectiveness across all units within the university. The purposes of the study were to examine the perceived efficiency of administrative service delivery across four dimensions—service processes or procedures, service officers or personnel, facilities, and service outcomes—and to explore opinions and suggestions for further improvement. The sample consisted of 25 respondents selected from personnel related to administrative services. A five-point Likert scale questionnaire was used as the research instrument, and data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation. The findings revealed that the overall perceived efficiency of administrative service delivery was rated at a high level. When ranking the mean scores, facilities was the highest dimension, followed by service processes or procedures, service outcomes, and service officers or personnel. The results of this study are expected to provide empirical evidence to support decision-making, strengthen administrative development strategies, and enhance service improvement planning for administrative units in higher education institutions.

Keywords: Efficiency, Public Administration, Service

1. Introduction

The Central Division of the Office of the President is structured into seven sub-units: General Administration, International Relations, Administrative Support, Secretariat, Public Relations and Audiovisual Services, University Council Affairs, and Building and Facility Services. Within this structure, the Administrative Affairs and Correspondence Unit under the General Administration Division serves as the central administrative support system of Suan Sunandha Rajabhat University. Its core responsibilities include receiving and dispatching official documents, controlling registration numbers, screening and analyzing submitted issues, storing, retrieving, and disposing of documents, all in accordance with the Prime Minister's Office Regulations on Official Correspondence (1983). As the first point of contact for official documentation submitted for executive decision-making, this unit is vital in ensuring administrative coordination and facilitating smooth workflow across departments. Effective administrative operations require systematic management, accuracy, speed, and professional service orientation in order to support the core functions of the university. However, past

operational experience indicates that administrative service provision has not yet fully met the needs of faculty, staff, students, and external users. Therefore, this study seeks to examine the causes and problems affecting administrative service efficiency, with the aim of generating improvement plans and enhancing future administrative service delivery within the Central Division.

11 Research Objective

The purposes of this study were: **(1)** to examine the perceived efficiency of administrative service delivery of the Central Division, Office of the President, across four dimensions of service processes and procedures, service personnel, facilities, and service outcomes; and **(2)** to explore opinions and recommendations for improving administrative service delivery. This quantitative research employed a sample of **25** respondents who were personnel interacting or receiving services from the Central Division. A five-point Likert scale questionnaire was used as the research instrument to measure perceived efficiency across the four dimensions. Data were analyzed using descriptive statistics including frequency, percentage, mean, and standard deviation, in order to determine the level of perceived efficiency and identify priority dimensions for future improvement and service enhancement.

2. Literature review

This study aimed to examine the efficiency of administrative service provision at the Central Division, Office of the President, Suan Sunandha Rajabhat University across four dimensions: service processes, service personnel, facilities, and service outcomes, as well as to gather opinions and suggestions for improving administrative operations. The literature review covered theories related to administrative management, work performance efficiency, service concepts, relevant research, and the conceptual framework guiding this study. Administrative management was described as a supportive function that integrates documentation, finance, supplies, facility management, and general coordination to help organizations achieve intended goals (Huan Phinthuphan, 1985; Wattanaporn Rangabtook, 2002; Phenrampai Jompul, 2005; Renu Krutthai, 2007). Administrative work is considered essential to ensure operational fluency and organizational effectiveness (Sirivan Sereerat et al., 2007). Efficiency in performance refers to producing quality outcomes with the least cost, time, and energy (Somjai Laksana, 2001; John D. Millet, 1954), while improvement in public sector performance requires clarity of goals, elimination of redundancy, and outcome-based management (Thanin Suthikunchar, 2000). Service provision, as defined, is an intangible action aimed at satisfying user needs with convenience, transparency, fairness, and quality (Sujitra Khanivikkorn, 1990; Weerapong Charoemchirarat, 1999; Sunanta Taweepol, 2007). Previous studies showed that administrative service efficiency levels were generally high (Manit Marakam, 2018), supporting the importance of developing administrative processes to better respond to user expectations and organizational goals.

3. Methodology

The participants consisted of **25** administrative staff and related individuals working within the Central Division, Office of the President, Suan Sunandha Rajabhat University. The sample size was determined based on the Krejcie and Morgan (**1970**, cited in Subin Yurarat, **2016**) table, and the participants were selected using purposive sampling, as they were directly involved in administrative service operations. The research instrument was a questionnaire

constructed based on related concepts, theories, definitions, and previous studies. The instrument underwent expert review for content validity, and items with an Index of Congruence (IOC) higher than **0.50** were retained. The questionnaire consisted of three sections: (1) demographic information, (2) opinions regarding administrative service efficiency across four dimensions (service process, service personnel, facilities, and service outcomes) using a five-point Likert scale ranging from “very low” to “very high,” and (3) open-ended questions for additional comments and suggestions. A pilot test was conducted with **30** participants who had similar characteristics to the study sample, resulting in a reliability coefficient of **0.900** based on Cronbach’s Alpha. Following instrument development, the researcher formally requested permission to collect data and distributed the questionnaires to all **25** participants. Respondents were asked to complete and return the questionnaires within the specified period. All returned questionnaires were checked for accuracy and completeness prior to analysis. Data were analyzed using a statistical software package. Descriptive statistics, including frequency and percentage, were used to summarize demographic information. The four dimensions of administrative service efficiency were analyzed using mean scores and interpreted through five levels based on the Likert rating scale to identify the perceived level of effectiveness, problems, and expectations among respondents.

4. Results

The findings revealed that the overall perceived efficiency of administrative service delivery of the Central Division, Office of the President, was rated at a high level. When ranking mean scores across the four dimensions, Facilities demonstrated the highest level of perceived efficiency (Mean = 4.52), followed by Service Processes and Procedures (Mean = 4.38), Service Outcomes (Mean = 4.00), and Service Personnel (Mean = 2.83). The results indicate that physical support resources and administrative access infrastructure are performing most effectively, while personnel capability and service interaction represent the lowest efficiency dimension and therefore the most critical priority area for improvement. These findings suggest that administrative effectiveness in the Central Division is heavily influenced by structural and facility-based enablers, but the sustainability of service excellence will require greater development in human-centered service behavior, service responsiveness, communication, and professional support quality.

5. Conclusion

This quantitative research aimed to examine the efficiency of administrative service provision at the Central Division, Office of the President, Suan Sunandha Rajabhat University. The study focused on four dimensions: service processes and procedures, service personnel, facilities, and service outcomes. The population and sample consisted of 25 administrative staff and related individuals selected through purposive sampling. A questionnaire was developed, verified by experts, pilot tested, and demonstrated high reliability. Data were analyzed using frequency, percentage, mean, standard deviation, and correlation coefficient. Results revealed that most respondents were between 31–40 years of age and held a bachelor’s degree. Overall, administrative service efficiency was rated at a very high level ($\bar{X} = 4.52$), and satisfaction towards the Central Division administrative service system remained high ($\bar{X} = 4.40$). The highest level of satisfaction was attributed to the innovation supporting the central registration and inventory management system, particularly in its ability to reduce operational time, consistent with previous findings by Sirikhwan Khodtecha (2006). The findings suggest that

strengthening administrative process innovation and supporting administrative personnel capability development contribute significantly to enhanced service efficiency within the university context. These results can be used as a guideline for continuous improvement and development of administrative service operations.

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