

# SATISFACTION OF LECTURERS AND STUDENTS WITH STAFF SERVICES, FACULTY OF INDUSTRIAL TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY

**Chayapa Chaemsai\* , Narathas Pramualsu\*\***

*Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University,*

*E-mail: chayapa.ch@ssru.ac.th\* , narathas.pr@ssru.ac.th\*\**

## ABSTRACT

This study aimed to study satisfaction level of lecturers and students with staff services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University and to study the problems and suggestions of lecturers and students with staff services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University. The samples of this study were 323 participants who were 41 lecturers and 282 students. The research instrument was the questionnaire. The data from the questionnaire were analyzed quantitatively for descriptive statistics such as average, and standard deviation.

The findings showed that lecturers and students contacted staff for services at Dean's office, Faculty of Industrial Technology that the satisfaction of all staff services was at high level ( $\bar{x} = 4.09$ , S.D. = 0.56). In contrast, the satisfaction of each staff services showed that lecturers and students had the satisfaction of plan/quality assurance was at high level ( $\bar{x} = 4.12$ , S.D. = 0.63), the satisfaction of general affairs was at high level ( $\bar{x} = 4.10$ , S.D. = 0.60), research/academic services was at high level ( $\bar{x} = 4.10$ , S.D. = 0.77), human resource management was at high level ( $\bar{x} = 4.09$ , S.D. = 0.62). Lecturers and students had the satisfaction of finance/procurement division was at the lowest level ( $\bar{x} = 4.07$ , S.D. = 0.66).

**Keywords.** satisfaction, service, statistics

## INTRODUCTION

Satisfaction is the process which person requiring service expects from service (Wongleedee, 2011) whereas satisfaction is an element of human resources management driving individuals to work with enthusiasm, voluntariness, and willingness to work. Consequently, organization can achieve the goals with the ultimate efficiency. Satisfaction towards work is considered as valuable things for all operators and it should be focused by executives in all levels as well as applied as an element to analyze and improve works to be efficient. As a result, establishment of policy and service planning requires studies on demands and satisfaction of service users as well as cooperation in developing practices treated to service users for gaining impression. In addition, services must always be improved to be efficient. In the event of any defect, it must be mutually corrected or improved immediately in order to prevent any damage against any benefit and image of organization (Paeloy, 2013).

As a result, the researcher realized importance of development and improvement of operational process to be rapid and correct for efficient services provided by staffs of Faculty of Industrial Technology, Suansunandha Rajabhat Universit. Therefore, the researcher wished to study through researching in order to develop and improve operations to be more efficient by applying factors affecting to services and recommendations to improve operations for making services provided by staffs to respond to demands of teachers and students of Faculty of Industrial Technology, Suansunandha Rajabhat Universit.

## Research Objectives

1. To study satisfaction level of lecturers and students with staff services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University
2. To study the problems and suggestions of lecturers and students with staff services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University

## Research Methodology

### *Participants*

The participants of this study were 323 participants who were 41 lecturers and 282 students from Faculty of Industrial Technology, Suan Sunandha Rajabhat University

## Research Instrument

Research instrument of this research was questionnaire on Satisfaction of Lecturers and Students Towards Services Provided by Staffs of Faculty of Industrial Technology, Suansunandha Rajabhat Universit. Details were as follows:

Part 1: General Information

Part 2: Questions on satisfaction of teachers and students towards services of staffs of Faculty of Industrial Technology consisted of 8 tasks and each task consisted of 12 questions.

Part 3: Questions on recommendations related to the use of office services of Faculty of Industrial Technology that were open-ended questions in order to enable service users to provide additional opinions.

Questionnaire was created in the form of 5-rating scale questionnaire with the following satisfaction rating: (Tiemkaew, 2014)

5 points with mean ranged from 4.51 – 5.00 referred to satisfaction in the highest level.

4 points with mean ranged from 3.51 – 4.50 referred to satisfaction in high level.

3 points with mean ranged from 2.51 – 3.50 referred to satisfaction in moderate level.

2 points with mean ranged from 1.51 – 2.50 referred to satisfaction in low level.

1 point with mean ranged from 1.00 – 1.50 referred to satisfaction in the lowest level.

## Data Analysis

The data from the questionnaire were analyzed quantitatively for descriptive statistics such as percentage, average, and standard deviation.

## FINDINGS

Table 1. Mean and standard deviation from Satisfaction of Lecturers and Students with Staff Services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University

The satisfaction of all staff services (8 kinds)	$\bar{x}$	S.D.	Level	Rating
1. Education department	4.08	0.627	High level	5
2. General affairs	4.10	0.603	High level	2
3. Finance/procurement division	4.07	0.663	High level	7
4. Human resource management	4.09	0.626	High level	4
5. Student affairs	4.08	0.627	High level	5
6. Plan/quality assurance	4.12	0.638	High level	1
7. Research/academic services	4.10	0.776	High level	3
8. Breakdown maintenance	4.08	0.663	High level	6
Total average of satisfaction	4.09	0.560	High level	

Table 2. Mean and standard deviation from Satisfaction of Lecturers and Students with Staff Services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University that showed the satisfaction of all staff services was at high level ( $\bar{x} = 4.09$ , S.D. = 0.56). In contrast, the satisfaction of each staff services showed that lecturers and students had the satisfaction of plan/quality assurance was at high level ( $\bar{x} = 4.12$ , S.D. = 0.63), the satisfaction of general affairs was at high level ( $\bar{x} = 4.10$ , S.D. = 0.60), research/academic services was at high level ( $\bar{x} = 4.10$ , S.D. = 0.77), human resource management was at high level ( $\bar{x} = 4.09$ , S.D. = 0.62). Lecturers and students had the satisfaction of finance/procurement division was at the lowest level ( $\bar{x} = 4.07$ , S.D. = 0.66).

## DISCUSSION

The findings showed that lecturers and students contacted staff for services at Dean's office, Faculty of Industrial Technology that the satisfaction of all staff services was at high level ( $\bar{x} = 4.09$ , S.D. = 0.56). In contrast, the satisfaction of each staff services showed that lecturers and students had the satisfaction of plan/quality assurance was at high level ( $\bar{x} = 4.12$ , S.D. = 0.63), the satisfaction of general affairs was at high level ( $\bar{x} = 4.10$ , S.D. = 0.60), research/academic services was at high level ( $\bar{x} = 4.10$ , S.D. = 0.77), human resource management was at high level ( $\bar{x} = 4.09$ , S.D. = 0.62). Lecturers and students had the satisfaction of finance/procurement division was at the lowest level ( $\bar{x} = 4.07$ , S.D. = 0.66).

The results revealed that Satisfaction of Lecturers and Students with Staff Services, Faculty of Industrial Technology, Suan Sunandha Rajabhat University had three means with the highest level, i.e., the satisfaction of plan/quality assurance was at high level ( $\bar{x} = 4.12$ , S.D. = 0.63), the satisfaction of general affairs was at high level ( $\bar{x} = 4.10$ , S.D. = 0.60), and the satisfaction of research/academic services was at high level ( $\bar{x} = 4.10$ , S.D. = 0.77). These results promoted establishment of organizational policy on service quality development for efficient operations. This was consistent with the research of Sanyottithat (2019) who found that modern organization management policy and efficient cooperative process under management principles could be applied to establish policy and action plan to obtain efficient management. Moreover, these 3 services were also important for establishing organization's personnel development plan and improving service system to perform operations with the highest level of efficiency. In addition, it also had consistency with operations under the same direction (Sirilak, 2017).

## CONCLUSION AND RECOMMENDATION

The findings showed that lecturers and students contacted staff for services at Dean's office, Faculty of Industrial Technology that the satisfaction of all staff services was at at high level ( $\bar{x} = 4.09$ , S.D. = 0.56). In contrast, the satisfaction of each staff services showed that lecturers and students had the satisfaction of plan/quality assurance was at high level ( $\bar{x} = 4.12$ , S.D. = 0.63), the satisfaction of general affairs was at high level ( $\bar{x} = 4.10$ , S.D. = 0.60), research/academic services was ( $\bar{x} = 4.10$ , S.D. = 0.77), human resource management was ( $\bar{x} = 4.09$ , S.D. = 0.62). Lecturers and students had the satisfaction of finance/procurement division was at the lowest level ( $\bar{x} = 4.07$ , S.D. = 0.66).

In this research, the researcher provided 2 recommendations for further research in the future as follow,

1. Satisfaction level between lecturers and students in the light of comparison should be studied.
2. Further research should be conducted with populations and samples with diversity.

## ACKNOWLEDGMENTS

Researcher would like to express to Suan Sunandha Rajabhat University for supporting in every aspect.

## REFERENCES

- Paeloy, D. (2013). Satisfaction Towards the Office of Academic Promotion and Registration Services, Kanchanaburi Rajbhat University, Kanchanaburi: Kanchanaburi Rajbhat University, Bangkok.
- Sanyottithat, P. (2019). New Organization Management Policy with Collaboration Process Efficiently. *Journal of Graduate Review Nakhon Sawan Buddhist College*, 7(3), 263-276.
- Sirilak, C. (2017). Work manual: The process of making an annual government action plan Rajamangala University of Technology Thanyaburi. *DSpace at Rajamangala University of Technology Thanyaburi, Policy and Planning Division*.
- Tiemkaew, N. (2014). The users' satisfactions toward the library Service of Academic Resource Center at Mahasarakham University 2012. *Thaksin University Library Journal*, 3, 20-35.
- Wongleedee, K. (2011). The Study of Senior Foreign Tourists' spending Behavior in Thailand. receive a scholarship from National Research Council of Thailand (NRCT) in the academic year 2011. Suan Sunandha Rajabhat University.