

Improving the Quality of Services of the General Administration Department

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Abstract

The research on improving the quality of services provided by the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, aimed to assess the level of satisfaction with the services and to propose guidelines for enhancing the service quality. The sample group consisted of 78 academic and non-academic staff from the Faculty of Humanities and Social Sciences. Data was collected using a questionnaire, and statistical analysis was conducted using percentage (%), mean (\bar{x}), and standard deviation (S.D.). The findings revealed that the overall satisfaction level of the staff regarding the services of the General Administration Department was moderate. The three items with the highest average scores were reliability, communication or responsiveness, and the competency of the service providers. Based on the findings, the proposed guidelines for improving service quality included providing flowcharts in multiple languages, offering guidance from consulting staff on how to accurately and completely fill out forms, and implementing a One Stop Service (OSS) system.

Keywords: Improvement, Quality, Services, Administration, Department

1. Introduction

The rapid advancements in technology, the economy, the market, and customer behavior are prompting organizations to adapt, whether through changes in employees, work processes, or tools. Both public and private organizations must prioritize improving service quality to maintain customer satisfaction and prevent loss of clientele or profit. The General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, plays a crucial role in managing official letters, including receiving, issuing, sending, and storing them. As a service provider, the department facilitates internal staff and the general public by ensuring accuracy, timeliness, and cost-effectiveness.

To further enhance the effectiveness of its operations, the General Administration Department should adopt information technology to streamline and improve its work processes.

In light of this, the researcher, who works in the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, aims to assess staff satisfaction with the quality of services, identify areas for improvement, and develop strategies to enhance service quality, ultimately increasing the efficiency and effectiveness of services, processes, and facilities.

1.1 Research Objective

1. To assess the level of satisfaction with the quality of services provided by the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.
2. To propose guidelines for improving the quality of services offered by the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

2. Methodology

Population and Sample Group

The population for the study on improving the quality of services of the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, consisted of the academic and non-academic staff of Suan Sunandha Rajabhat University.

The sample group for this study included 78 academic and non-academic staff members from the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

Research Method

The study on improving the quality of services in the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, was a quantitative research. Data were collected using a questionnaire consisting of three sections:

Part 1: General information, including gender, educational qualifications, and years of work experience.

Part 2: Evaluation of the quality of services in the General Administration Department, comprising 5 items: (1) reliability, (2) responsiveness, (3) competency of the service provider, and (4) communication. Each item was rated using a 5-point Likert scale, with the following levels of satisfaction:

5: Highest level of satisfaction

4: High level of satisfaction

3: Moderate level of satisfaction

2: Low level of satisfaction

1: Lowest level of satisfaction

Part 3: Guidelines for improving the quality of services in the General Administration Department.

Location

Data were collected at the Faculty of Humanities and Social Sciences.

Duration

Data collection took place from October to August 2024.

Data Analysis

The data analysis employed percentage (%), mean (\bar{x}), and standard deviation (S.D.) using the following criteria:

- 4.51 – 5.00: Highest level
- 3.51 – 4.50: High level
- 2.51 – 3.50: Moderate level
- 1.51 – 2.50: Low level

3. Results

The results of the study on improving the quality of services of the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University are as follows:

Table 1: The overall satisfaction with the quality of services of the General Administration Department of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University

Satisfaction with the quality of services of the General Administration Department of the Faculty of Humanities and Social Sciences	\bar{X}	S.D.	Level of satisfaction	Rank
1. Reliability	3.51	0.29	High level	1
2. Responsiveness	3.42	0.28	Moderate level	3
3. Competence of service providers	3.06	0.13	Moderate level	4
4. Communication	3.50	0.41	High level	2
Total	3.37	0.24	Moderate level	

4. Discussion

The overall satisfaction of the staff at Suan Sunandha Rajabhat University regarding the quality of services provided by the General Administration Department of the Faculty of Humanities and Social Sciences was at a moderate level ($\bar{x} = 3.37$, S.D. = 0.24). When considered by each item, the results were as follows: reliability ($\bar{x} = 3.51$, S.D. = 0.29), communication ($\bar{x} = 3.50$, S.D. = 0.41), responsiveness ($\bar{x} = 3.42$, S.D. = 0.28), and competency of service providers ($\bar{x} = 3.06$, S.D. = 0.13).

These findings align with the research of Chomnat Muangkaew (2012) on the expectation and satisfaction with service quality at the Faculty of Mass Communication Technology, Rajamangala University of Technology Thanyaburi, which found that most respondents were female, the overall satisfaction was moderate, and reliability had the highest level of satisfaction. Additionally, the research of Ornanong Taothong (2004) on the service quality of secretarial work at the Office of Secretary, Faculty of Fine and Applied Arts, revealed similar results with moderate overall satisfaction, including facilitation, consulting, service providers, and public relations. Furthermore, the study by Sangsuwon and Yooyong (2019) on measuring undergraduate science students' satisfaction with the services provided by chemistry laboratories at SSRU University found that supporting tools significantly affected satisfaction by meeting students' requirements.

5. Conclusion

The findings indicated that the staff at Suan Sunandha Rajabhat University had a moderate overall level of satisfaction with the quality of services provided by the General Administration Department of the Faculty of Humanities and Social Sciences. Among the evaluated aspects, the highest averages were observed in reliability, communication or responsiveness, and competency of the service provider, respectively.

To enhance the quality of services, the study recommended that the General Administration Department implement the following improvements: provide a multilingual flowchart to facilitate service processes, assign consulting staff to guide users in accurately and completely filling out forms, and establish a One-Stop Service (OSS) to streamline service delivery.

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