

# User satisfaction towards Financial and Accounting Services at College of Allied Health Sciences Suan Sunandha Rajabhat University

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## Abstract

This research aimed to assess user satisfaction with financial and accounting services at the College of Allied Health Sciences, Suan Sunandha Rajabhat University. Specifically, the objectives included examining the level of user satisfaction, evaluating staff knowledge in financial and accounting practices, and exploring the relationship between staff knowledge and user satisfaction. A quantitative research design was adopted, and data were collected from 76 academic and non-academic personnel who utilized financial and accounting services. The sample was selected using accidental sampling, and the instruments used included a validated questionnaire (reliability = 0.94) and a knowledge test. Statistical analysis involved the use of percentages, mean scores, standard deviations, and Pearson correlation coefficients.

The findings revealed that overall user satisfaction with financial and accounting services was at a very high level (mean = 4.60, SD = 0.63). Among the aspects evaluated, service staff received the highest satisfaction scores, followed by service outcomes, facilities, and service procedures. The study also found that staff knowledge of financial and accounting practices was at a moderate level, and there was no significant correlation between staff knowledge and user satisfaction.

These results underscore the critical role of high-quality service and effective interpersonal interactions in ensuring user satisfaction. The findings also suggest areas for improvement, such as enhancing staff knowledge to further elevate service standards and user experiences. Future research should investigate additional factors influencing satisfaction to develop comprehensive strategies for service enhancement.

**Keywords:** Satisfaction, Contentment, service, Finance and Accounting

## 1. Introduction

On 11 May 2012, Suan Sunandha Rajabhat University Council There was a resolution approving the establishment of the College of Allied Health Sciences. The objective is to provide teaching and learning in health sciences and medical sciences. Suan Sunandha Rajabhat University is ready, experienced, and successful in teaching the field of Applied Thai Traditional Medicine. health sciences (Care for young children and the elderly) Health and beauty science in addition, according to the plan, preparations have been made to open teaching in related subjects in the future, such as medicine, Chinese medicine. Sports Science and Health Physical therapy branch public health field, and others also respond to national policy. and respond to the policies, goals, strategic plans and missions of the university in

raising the quality and standards of the community. and local areas of the country in addition to producing graduates. The university also focuses on health research and development in various fields of study at the same time and also emphasizes the development of arts, culture and local wisdom. To international standards, therefore, improving the quality of services of the Dean's Office. Its mission is to provide personnel management services. By providing services to both internal and external agencies requesting cooperation in various areas. Therefore, service work is the heart of the office. If sometimes the service cannot always meet every need, there should be an explanation of the reasons for not being able to meet everything, which may come from many factors. Therefore, providing service is important that can Used to create an impression of service. Because the Dean's Office provides services to the public, officials, and personnel both internally and externally. People who come to receive services must therefore create a first impression when they meet them, which will make the organization's image memorable and always remembered.

## 2. Materials and Methods

### Population and Sample

The population used in this study consists of academic and support staff members of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, totaling 94 people.

The sample used in this study consists of 76 academic and support staff members. The sample size was determined using the Krejcie & Morgan formula (1970, pp. 607-610) with a margin of error of 5%, a confidence level of 95%, and a proportion of the characteristic of interest in the population equal to 0.5. The sample was randomly selected using accidental sampling from the personnel receiving financial and accounting services at the College of Allied Health Sciences, Suan Sunandha Rajabhat University. Chayanan Kerdpitak (2019)

The sample size calculation is as follows:

$$"n" = (x^2 * Np(1-p)) / (e^2 * (N-1) + x^2 * p(1-p))$$

Where:

- n = Sample size
- N = Population size
- e = Acceptable margin of error
- $x^2$  = Chi-square value for df = 1 and a 95% confidence level ( $x^2 = 3.841$ )
- p = Proportion of the characteristic of interest in the population

Substituting the values:  $n = 3.841 \times 94 \times 0.5 \times (1-0.5) / (0.05^2 \times (94-1) + 3.841 \times 0.5 \times 0.5)$

$$n = 75.67$$

$$n \approx 76$$

Thus, in this study, the sample size is 76 people.

## Research Instruments

The instruments used in this study include a questionnaire developed by the researcher to survey the satisfaction of service users in the Finance and Accounting Department of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, and a knowledge test on financial and accounting knowledge for the personnel at the College of Allied Health Sciences, Suan Sunandha Rajabhat University. The instruments include the following sections:

**Satisfaction Questionnaire for Financial and Accounting Service Users** at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, divided into 3 parts:

Part 1: General information of the respondent, comprising 4 items.

Part 2: A questionnaire on the level of satisfaction with financial and accounting services, using a 5-point Likert scale with 20 items divided into 4 areas:

- Service process/procedures: 6 items
- Service staff: 5 items
- Facilities: 5 items
- Service outcomes: 4 items

The scoring scale for satisfaction level is as follows:

1 = Very dissatisfied

2 = Dissatisfied

3 = Neutral

4 = Satisfied

5 = Very satisfied

The satisfaction rating criteria are divided into 5 levels based on the criteria from Boonchom Srisatad (2013, p. 165-166), as follows:

Mean Score	Meaning
4.51-5.00	Very satisfied with the service
3.51-4.50	Satisfied with the service
2.51-3.50	Neutral satisfaction with the service
1.51-2.50	Dissatisfied with the service
1.00-1.50	Very dissatisfied with the service

Part 3: Suggestions, where respondents can provide comments.

**Knowledge Test on Financial and Accounting for Personnel** at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, divided into 2 parts:

Part 1: A true/false test on travel expenses for official duties, with 10 items.

Part 2: A true/false test on expenses for academic meetings, with 10 items.

The average score for assessing financial and accounting knowledge is as follows:

<b>Average Score</b>	<b>Meaning</b>
$\leq 0.33$	Low financial and accounting knowledge
0.34-0.66	Moderate financial and accounting knowledge
$> 0.67$	High financial and accounting knowledge

### 3. Results

#### **Research Findings on the Satisfaction of Financial and Accounting Service Recipients at the College of Allied Health Sciences, Suan Sunandha Rajabhat University**

The researcher presented the findings in a tabular format with accompanying descriptions. Study Results The presentation is divided into four sections as follows:

1. General Information of the Respondents
2. Satisfaction of Financial and Accounting Service Recipients at the College of Allied Health Sciences, Suan Sunandha Rajabhat University
3. Assessment of Financial and Accounting Knowledge of Personnel at the College of Allied Health Sciences, Suan Sunandha Rajabhat University
4. Relationship Between Financial and Accounting Knowledge and Staff Satisfaction with Financial and Accounting Services at the College of Allied Health Sciences, Suan Sunandha Rajabhat University

*Table 1: Number and Percentage of Respondents' Status Categorized by General Status*

<b>Status</b>	<b>Number</b>	<b>Percentage</b>
<b>Gender</b>		
1.1 Male	21	27.6
1.2 Female	55	72.4
<b>Age</b>		
2.1 25-35 years	30	39.5
2.2 36-45 years	29	36.8
2.3 46 years or older	18	23.7
<b>Personnel Type</b>		
3.1 Academic Staff	47	61.8
3.2 Support Staff	29	38.2
<b>Work Duration</b>		
4.1 Less than 5 years	38	50.0
4.2 5-10 years	32	42.1
4.3 11-15 years	4	5.3
4.4 16 years or more	2	2.6

From Table 1, it is observed that out of 76 respondents, the majority are female (55 people, 72.4%), and the remaining 21 respondents (27.6%) are male. Regarding age, most respondents are between 25 and 35 years old (30 people, 39.5%), followed by those aged 36-45 years (29 people, 36.8%) and those aged 46 and above (18 people, 23.7%). Concerning personnel types, the majority are academic staff (47 people, 61.8%), while the rest are support staff (29 people, 38.2%). Regarding work duration, the majority have worked for less than 5 years (38 people, 50.0%), followed by those with 5-10 years of experience (32 people, 42.1%).

### Satisfaction of Financial and Accounting Service Recipients at the College of Allied Health Sciences, Suan Sunandha Rajabhat University

*Table 2 : Mean Scores of Satisfaction Analysis of Financial and Accounting Service Recipients*

Satisfaction Aspect	Mean ( $\bar{X}$ )	S.D.	Interpretation	Rank
<b>Overall</b>	4.60	0.63	Highest	-
1. Process/Service Procedure	4.52	0.53	Highest	4
2. Service Staff	4.66	0.49	Highest	1
3. Facilities	4.59	0.50	Highest	3
4. Service Outcome	4.64	0.49	Highest	2

From Table 2, it is evident that overall satisfaction of financial and accounting service recipients at the College of Allied Health Sciences, Suan Sunandha Rajabhat University is at the highest level (" $\bar{X}$  = 4.60, S.D. = 0.63). When broken down by category, the highest satisfaction is found with the service staff (" $\bar{X}$  = 4.66, S.D. = 0.49), followed by the service outcomes (" $\bar{X}$  = 4.64, S.D. = 0.49), and facilities (" $\bar{X}$  = 4.59, S.D. = 0.50).

### Assessment of Financial and Accounting Knowledge of Personnel

*Table 3 : Mean Scores of Financial and Accounting Knowledge Assessment of Personnel*

Financial and Accounting Knowledge	Mean ( $\bar{X}$ )	S.D.	Interpretation	Rank
1. Travel Expenses for Official Duty	0.69	0.15	High	1
2. Meeting Expenses for Academic Conferences	0.63	0.21	Moderate	2
<b>Overall</b>	0.66	0.38	Moderate	-

Table 3 shows that personnel at the College of Allied Health Sciences, Suan Sunandha Rajabhat University have a moderate level of financial and accounting knowledge overall (" $\bar{X}$  = 0.66, S.D. = 0.38). Personnel have high knowledge regarding travel expenses for official duties (" $\bar{X}$  = 0.69, S.D. = 0.15), while their knowledge about meeting expenses for academic conferences is moderate (" $\bar{X}$  = 0.63, S.D. = 0.21).

### Relationship Between Financial and Accounting Knowledge and Satisfaction with Financial and Accounting Services

This section discusses how the knowledge of financial and accounting aspects correlates with the satisfaction of the staff regarding the services provided by the finance and accounting department. The details regarding this relationship were analyzed in this section, based on the data presented in the tables above.

#### 4. Conclusion

The research findings reveal that the staff members at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, have a high level of satisfaction with the financial and accounting services overall. The satisfaction is ranked in the following order, from highest to lowest: staff members providing the service, the outcome of the service, the facilities, and the process/procedures of the service. It can be explained that the staff of the College of Allied Health Sciences, Suan Sunandha Rajabhat University, who use the financial and accounting services, are mostly satisfied with the service providers who offer courteous and friendly service. These staff members exhibit good interpersonal skills, assist in facilitating service users, and efficiently coordinate financial and accounting matters, which aligns with the work of Manee Wan Tanthai (1990), who defined the satisfaction of the public with services as being influenced by the convenience of the service, the service provider, the quality of the service, the processing time, and the information provided during the service. It also aligns with Supaporn Kanawet (2016), who described the satisfaction of staff with financial services at Maha Sarakham Hospital, where the most satisfaction was found in service providers, followed by documents, operating procedures, and the service location.

In terms of the satisfaction level of the financial and accounting service users at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, the service process/procedures, which are straightforward and clear, and the clear explanation of information to users, result in the highest satisfaction. This corresponds with the explanation by Siriporn Tantipoolwinnai (1995), who stated that service procedures are crucial in creating satisfaction for users. The efficiency of the service system affects operational flexibility and speed, meeting user needs.

The satisfaction level of the financial and accounting service users at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, regarding the service providers who offer kind and attentive service and help facilitate coordination, represents the behavior of good service providers. This is consistent with Sunanta Thawiphol (2007), who explained that service users expect service providers to greet them with kindness, a smiling face, and enthusiasm in providing services. Such traits create a positive impression and impact the overall satisfaction of service users.

Regarding the satisfaction level of the financial and accounting service users at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, in terms of facilities, the provision of relevant documents for the services, along with well-prepared facilities and equipment, results in the highest satisfaction. This shows that the convenience of the service location and the availability of service equipment significantly influence the quality of service and satisfaction, as explained by Manee Wan Tanthai (1990), who stated that factors affecting service satisfaction include the convenience of the location and available facilities.

Finally, the satisfaction level of the financial and accounting service users at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, in terms of the outcome of the service, shows the highest level of satisfaction due to the positive impression created by the services provided. This aligns with the work of Manee Wan Tanthai (1990), who explained that satisfaction depends on service quality. When service users receive accurate and clear services, with proper guidance and results, it creates a positive impression and leads to high satisfaction with the services provided.

## 5. Acknowledgment

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