STANDARD OF SERVICE IMPROVEMENT AT CAMPUS

Miss Poonsiri Promkul & Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *poonsiri.pr@ssru.ac.th, **sirilak.ke@ssru.ac.th

ABSTRACT

One of the most important relationships between university and students is the use of services. In order to enhance the level of satisfaction of the students who frequently uses the services, it is necessary to have an overhaul of service improvement by using students' perspective. The five dimension of services include tangibility, responsiveness, reliability, assurance, and empathy. The objective of this study were to conduct a practical research to find out what should be standard of service improvement at campus in the perspectives of students at Suan Sunandha Rajabhat University. The mixed of quantitative and qualitative research method was utilized to elicit the insight information, comments, opinions, and suggestions from the perspective of students. About 100 students was used as sample groups for survey research. About 20 students were selected from freshman, sophomore, junior, and senior students equally. An in-depth interview questions was utilized as the main research tools for data collection.

The results from the study show that these five dimensions had a direct relationship with students' satisfaction. Even though students had a very high level of satisfaction in these five dimension of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05. There were tangibility, responsiveness, reliability, assurance, and empathy. There are many beneficial suggestions from students to improve service quality which include university's physical facilities, status of service equipment, university staff appearance, staff communication skill, accuracy of record, problem resolution time, prompt attention to request, willing to help, and flexibility of employees. In fact, the majority of students suggest that the standard of service at the university should be as equal as the standard of service of banking industry or hotel industry in Thailand.

Keyword: Service Quality, Industry Standard, Attention, Competence

Introduction

The heart of the satisfaction of service quality in campus is actually the comparison of what students expected with the service performance prior to the real or actual service and the real and actual experience they received. If actual or real performance is only slightly less than expected performance, the level of satisfaction of service quality will be low. If actual or real performance is higher than expected performance the level of satisfaction of service quality will be high. In fact, satisfaction can be determined either by subjective and objective factor. The subjective factors include customer need, emotion, and level of happiness. The objective factors include service feature, the short or long line of services, ability to solve problems. However, one of the best ways to measure service quality is to use SERVQUAL model, service quality then can be measured by identifying the gaps between customer expectation and the real actual service performance received by the customers. In fact, SERVQUAL model is based on the five important of dimension of services.

Fig. 1 SERVQUAL five dimensions model
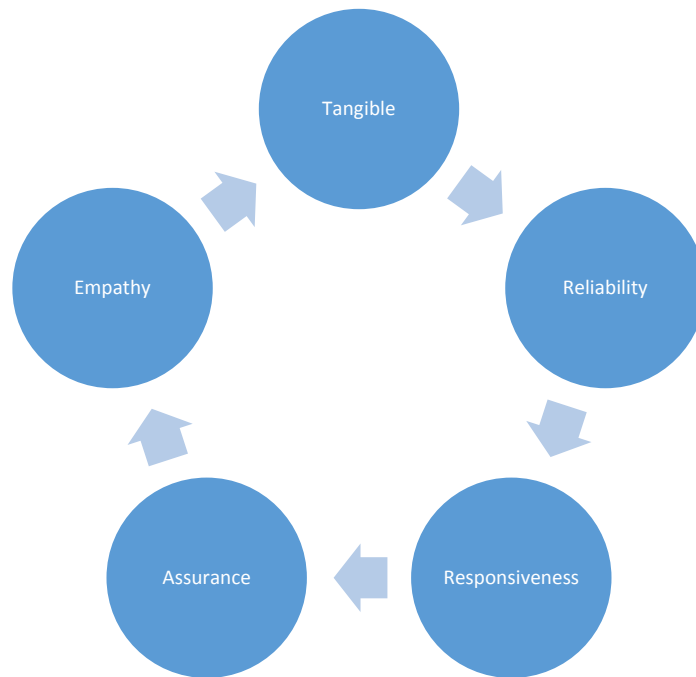
The first one is tangibility which refers to the physical characteristics associated with the service such as interior design, appearance of employees, and cleanliness of the facility. The second one is reliability which refers to the accuracy and dependable of the service providers. The third one is responsiveness which refers to the willingness to assist its customers by providing fast and accurate service quality. The fourth one is assurance which is to provide the confidence that customers can depend on such as good knowledge and skills of services. Finally, the last one is empathy which refers to the readiness to provide each customers with attention.

Research Methodology

In many higher education of Thailand, one of the most important relationships between university and students is the use of many different services in campus. In order to enhance the level of satisfaction of the students who frequently uses the services in campus, it is necessary and important to have an overhaul of service improvement by surveying information from students' perspective. The five dimension of services include tangibility, responsiveness, reliability, assurance and empathy. The purposes of this study were to conduct a practical research to find out what should be standard of service improvement at campus in the perspectives of students at Suan Sunandha Rajabhat University, Bangkok, Thailand. The qualitative research method was utilized to elicit the insight information, comments, opinions, and suggestions from the perspective of students. About 20 students were selected from freshman, sophomore, junior, and senior students equally. An in-depth interview questions was utilized as the main research tools for data collection.

This study was a mixed research method of both qualitative and quantitative survey research which aimed to understand the service quality in campus. In addition, this research was aimed to utilize the findings to create a vital strategy to enhance students' satisfaction in the future. Statistics used in this study were percentage, mean, and standard deviation. A simple sampling technique and Taro Yamane technique was performed to get a sample group that included 400 students. However, due to limited time and budget, only 100 students was used as sample groups. A Likert five-scale questionnaire was utilized as a research tool for collecting data. The independent variables of this study included gender, age, level of education, occupation, income, and country of origin. The dependent variables included service quality in five dimensions.

Findings

TABLE I
LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors from five dimension of services			
1. Responsibility of service dimension	4.58	.7959	1
2. Assurance of service dimension	4.32	.9230	2
3. Tangibles of service dimension	4.19	.6990	3
4. Responsiveness of service dimension	4.08	.9863	4
5. Empathy of service dimension	4.06	.7834	5

From table 1, the findings revealed that the students had rated "Responsibility of service dimension" as number one with the mean of 4.58 and standard deviation of 0.7959. The students had rated "Assurance of service dimension" as number two with the mean of 4.32 and standard deviation of 0.9230. The students had rated "Tangibles of service dimension" as number three with the mean of 4.19 and standard deviation of 0.6990. The students had rated "Responsiveness of service dimension" as number four with the mean of 4.08 and standard deviation of 0.9863. Finally, the students had rated "Empathy of service dimension" as number five with the mean of 4.06 and standard deviation of 0.7834.

The findings from this research study obviously revealed that these five dimensions of service quality had a direct relationship with students' satisfaction with different means and standard deviations. In fact, the respondents or students had a very high to medium level of satisfaction in these five dimension of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05. There were tangibility, responsiveness, reliability, assurance, and empathy.

Suggestions

There are many beneficial suggestions from students to improve service quality which include university's physical facilities, status of service equipment, university staff appearance, staff communication skill, accuracy of record, problem resolution time, prompt attention to request, willing to help, and flexibility of employees. In fact, the majority of students suggest that the standard of service at the university should be as equal as the standard of service of banking industry or hotel industry in Thailand.

Acknowledgement

References

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117

EMPLOYEE JOB EVALUATION AND SATISFACTION

Miss Pornpawee Audomloetchairat & Asst. Prof. Poramet Saengon

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: pornpawee.au@ssru.ac.th and poramet.sa@ssru.ac.th

ABSTRACT

Job evaluation is a vital part of human resources department to gather information to make many important decisions such as promotion, termination, training, salary, and many other things. Moreover, it is important step to separate high performance employees from low performance employees, to understand the feedback from employees as well as to let them know their strengths and weaknesses and be able to provide necessary training each year. The objectives of this research were to investigate the evaluation topics of staff members of Suan Sunandha Rajabhat University as well as to examine if there was any complaints from the evaluation method in order to find better ways to improve the level of satisfaction from the evaluation. This was a qualitative research study which was conducted by using an in-depth interviewing with 20 staff members of Suan Sunandha Rajabhat University who were working the last quarter of 2017. Statistical analysis and description were performed by using SPSS program. Excel program also was used for generating findings. The result of this investigation revealed that the majority of staff had a very high level of satisfaction on an annual job evaluation. The majority was rated either highly satisfactory and promotable or satisfactory but un-promotable. The job evaluation had completed all necessary areas: quality of work, quantity of work, job knowledge, punctuality, skill improvement, finish tasks, attitude, and teamwork. The problems with evaluation included unclear standard and frequently changing policy, central tendency problem, and halo effects from management.

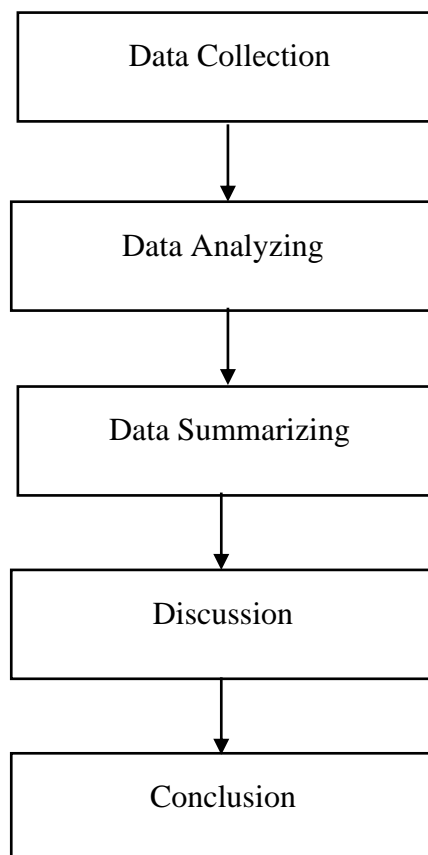**Keywords:** Job Evaluation, Satisfactory, Bias, Promotable

Introduction

Employee job evaluation is one of the most important functions of human resources department of the university as the higher education organization. Job evaluation of service employee in campus of Suan Sunandha Rajabhat Univeristy is a vital measurement that required to be measure annually. It is a measurement of employees' contentedness with their job, whether or not they like their job, whether or not they are happy with the organization and their job assignment, whether or not they like the aspects of the job.

Job evaluation is a vital part of human resources department to gather information to make many important decisions such as promotion, termination, training, salary, and many other things. Moreover, it is important step to separate high performance employees from low performance employees, to understand the feedback from employees as well as to let them know their strengths and weaknesses and be able to provide necessary training each year. If employees are happy with the job evaluation means they have high job satisfaction. It is the fact that employees who have high job evaluation with their job tend to be more productive, more committed, and more likely to stay with the organization for the long term. On the contrary, if they have low job satisfaction, this is bad news and there may be bad consequences such as high turnover rate, low productivity, high complaints, high absenteeism, and high disharmony in the organization.

In fact, there are four most important causes of high job dissatisfaction. First, it is the factor of underpaid. One of the most important causes of high turnover rate is underpaid and employees are busy to looking for a new job and stay in the old job just to make it. Therefore, it is a situation of low morale and low productivity. Second, it is the factor of limited career growth and no opportunity for advancement. This means most employees will consider the job as temporary and short term only, there is almost no commit from employees. Third is the factor of poor interests. This means job is so bored and employees will stay only when they don't have any other job. Finally, the fourth factor is about poor management which will results in ineffective of assigning the tasks and work assignments and unfair treatment of employees, and disrespect each individual employee. That will make most employees unhappy and want to quit the job as soon as possible. Job satisfaction for service employees can be measured in many different dimensions such as cognitive dimension, affective dimension, and behavior dimension.

Research Methodology

Fig. 1 the Process of Research


```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│    Data Summarizing     │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

The purposes of this research were to survey and to investigate the evaluation topics of staff members of Suan Sunandha Rajabhat University as well as to examine if there was any complaints from the evaluation method in order to search for many different better ways to improve the level of satisfaction from the evaluation. This was a qualitative research study which was conducted by using an in-depth interviewing with 20 staff members of Suan Sunandha Rajabhat University who were working the last quarter of 2017. Their opinions and comments were collected by using data collection. Statistical analysis and description were performed by using SPSS program. Excel program also was used for generating data analyzed and results of the study.

Findings

The result of this investigation revealed that the majority of staff had a very high level of satisfaction on an annual job evaluation. The majority was rated either highly satisfactory and promotable or satisfactory but un-promotable. The job evaluation had completed all necessary areas: quality of work, quantity of work, job knowledge, punctuality, skill improvement, finish tasks, attitude, and teamwork. The problems with evaluation included unclear standard and frequently changing policy, central tendency problem, and halo effects from management. The findings of this study also can be reported that there is an important positive direct relationship between high score of job evaluation and high performance and high productivity. Moreover, the factors that have high impacts on job evaluation of employees included autonomy and independence, greater power of making decision, regular training, good communication in office, opportunities to travel abroad, and better working conditions. From this study there are some important suggestions included provide regular trainings and special trainings to enhance their standard of quality services, conduct a survey of employees' wants and needs to improve what employees need, and allow more flexibility of power to make decisions in office to employees or proper empowerment, and finally it is vital to provide a compliments and small rewards for high productivity employees regularly to increase their morale and level of satisfaction of job.

Acknowledgement

References

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to*

Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs. American Society for Qualit, p.47.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.

Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise

Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.

Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and

Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.

Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University

Press.

Thomas Salzberger & Monika Koller "Cognitive Dissonance – Reconsidering an Important and

Well-established Phenomenon in Consumer Research". 120

SERVICE QUALITY OF GENERAL EDUCATION:
A CASE STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY

Dr. Preecha Pongpen
Suan Sunandha Rajabhat University, Bangkok, Thailand
*E-mail: *preecha.po@ssru.ac.th,*

ABSTRACT

Nowadays service quality is not only for business enterprises but also for university to improve their ability to teach and to enhance training process. General education institution is one of the important organizations of the university that provides class and training programs for students. Many policies and many rules and regulations which aimed to promote knowledge and skills of students to be able to graduate effectively and be able to work proficiently in the globalization. The objectives of this study to investigate the service quality of teaching and training at Suan Suandha Rajabhat University as well as to investigate their level of satisfaction of training programs. The population of the study included all 30,000 students of Suan Sunandha Rajabhat University. However, the sample size would be randomly taken mainly 400 students who had been studying the class of general education program during the first quarter of the year of 2018. The questionnaire was developed for data collection. Mean and standard deviation were used for data analyzed. The finding revealed that there was a high level of overall satisfaction. Moreover, the five independent variables were directly and positively affected the level of learning and training program of the students.

Keyword: Satisfaction, Training Programs, General Education, Skills
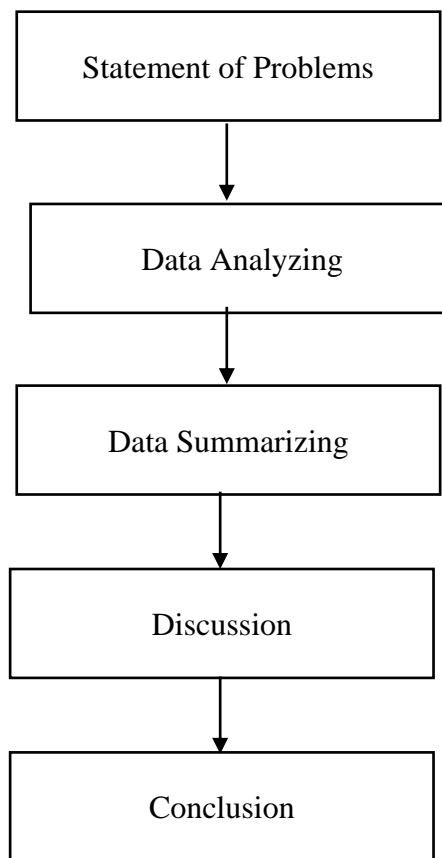
Introduction

In order to develop the best teaching and learning methods in higher education organizations, the first group that must be focused on is students in all university level. This is because students can be considered as important human resources that must be trained to take full advantage of in the future. In fact, the level of competitiveness both in domestic market and international market has been increasing and Thai students have to compete with top universities of ASEAN such as Singapore and Malaysia. Many facts remain important that Thai students' ability in English and academic skills and knowledge still lack behind many ASEAN nations. For instance, many studies reported that in terms of ability to use proper English for communication, Thailand was ranked number 53 among the Asia countries which indicated that Thailand has a real threat in low proficiency in English. On the other hand, the top ASEAN countries, such as Singapore and Malaysia, were ranked number 12 and 13 of the Asia countries. Thai government needs to improve their national education plan in order to catch up with Singapore and Malaysia.

New learning methods have always been areas of interest for students, faculty, and staff in universities. But, there are many success theories and methods that aim improve the learning of English to be more success for many Thai students, faculty members, and staff members. There is a growing interest in the issues related to how to improve knowledge, especially in most of general education classes. Due to the fact that globalization education systems are becoming more competitive, the ability to gain important knowledge and skills in university as much as possible become a must for students now and in the future. The service quality of the general education institution must be improved to gain more level of satisfaction both from students and university stakeholders

Research Methodology

In order to search for the answers of research questions and objectives, there are five process of research. First, it is necessary and vital to understand statement of the problems. Then, the problems must be defined and must lead to research questions and research objectives. Second, it is necessary and vital to design research tools in order to conduct data collection and gather data in a systematic way in order to perform data analyzing by using SPSS statistical programs. Third, it is necessary and vital to obtain data summarizing of the findings of the study. The findings must reveal what the study endeavor to discover. Fourth, it is necessary and vital to have a discussion from this study compared with other findings from previous studies. Finally, it is necessary and vital to reach conclusion of the research in order to add more body of knowledge in this particular area of research.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│  Statement of Problems   │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│      Data Analyzing      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Data Summarizing      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Discussion         │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Conclusion         │
└─────────────────────────┘
```

The population of the study included all 30,000 students of Suan Sunandha Rajabhat University. However, due to time limited and budget constraints, the sample size would be taken mainly 400 students who had been enrolling during the first quarter of the year of 2018. While the dependent variable was the respondents' satisfaction, the independent variables, however, were about quality of teaching, material of learning, rooms and location of learning, time and schedule, usefulness of training, and the level of difficulty of English. Mean and standard deviation as well as t-test were utilized as the key analysis and generate the table 1 as following.

Findings

From table 1, the factors of qualification of teachers, topics and materials of teaching, activities in classrooms, interaction of students and teachers, and knowledge gained from classrooms was in the questionnaire to elicit the comments and information of the respondents. The findings from table 1 can be reported and ranked according to the high percentage of satisfaction to low percentage of satisfaction. The factor of "Qualification of teachers" was rated with the highest level of satisfaction or about 71%. The factor of "Topics and materials of teaching" was rated with the second highest level of satisfaction or about 70%. The factor of "Activities in classroom" was rated with the third highest level of satisfaction or about 69%. The factor of "Interaction of students and teachers" was rated with the fourth highest level of satisfaction or about 68%. Finally, the factor of "Knowledge gained from classroom" was rated with the highest level of satisfaction or about 67%. From this study, the dependent variable was the respondents' satisfaction, whereas, the independent variables, however, were qualification of teachers, topics and materials of teaching, activities in classrooms, interaction of students and teachers, and knowledge gained from classrooms. The finding revealed that there was a high level of overall satisfaction. Moreover, the five independent variables were directly and positively affected the level of teaching. As a percentage, the level of dissatisfaction is only small percentage or less than 10 percent in all categories. Finally, in terms of the level of difficulty of the classroom teaching, about 85 percent of the respondents reported that the level of difficulty is just about right, about 10 percent of the respondents reported that the level of difficulty is just too hard. Finally, about 5 percent of the respondents reported that the level of difficulty is just too easy. From this information, we can conclude that the level of difficulty is just about right due to the majority of the respondents or about 85 percent had reported this way.

TABLE I
SATISFACTION IN VARIOUS AREAS

	Satisfaction	Neutral	Dissatisfaction
Factors			
1. Qualification of teachers	71%	22%	5%
2. Topics and Materials of teachings	70%	25%	5%
3. Activities in classrooms.	69%	22%	9%
4. Interaction of students and teachers	68%	27%	1%
5. Knowledge gained from class	67%	27%	6%

Fig 1. Level of Difficulty in Classroom

Just about right 85%

too hard 10%

Too easy 5%
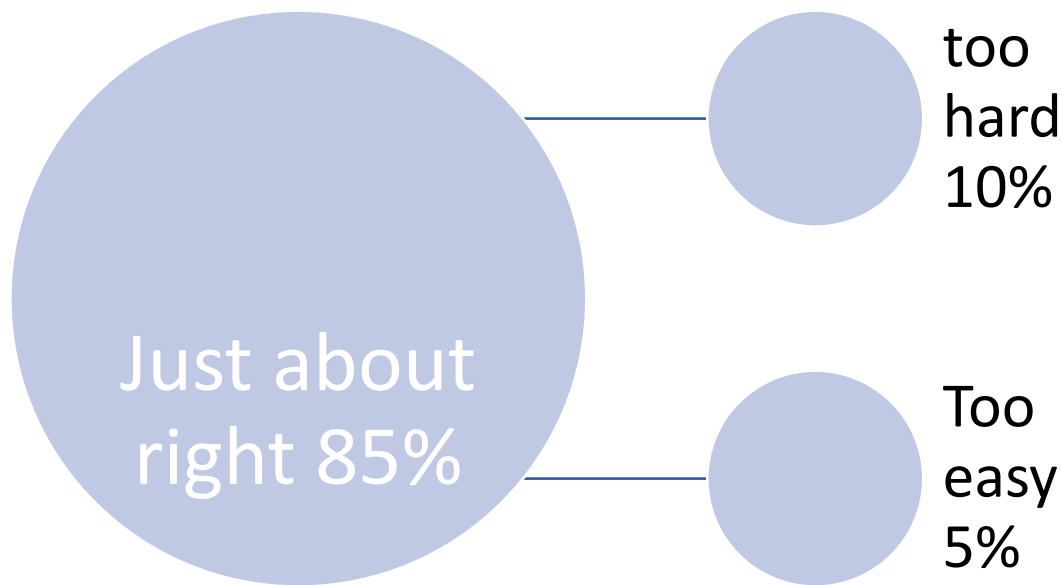
Suggestions

If the needs of students in classroom are met, the staff and management of education institution must work with students quick, accurate, and high individual attention. Students are customers who will be reported high satisfaction of the service provided General Education Institution only if their needs and expectation are met. In order to measure the service quality, the SERVQUAL model by Parasuraman is utilized. There are five dimensions of SERVQUAL model. First, is tangible. It is appearance of physical facility, equipment, personal and the way communication happens in one stop service. Second is reliability dimension. It is the one stop service ability to perform service dependably an accurately. Third is responsiveness dimension. It is the one stop service willingness to provide prompt service. Fourth is assurance dimension. It is the one stop service competence of the service, creditability, and courtesy. Fifth is empathy dimension. It is the one stop service approach to understand customers' requirement. These five dimensions of services must be incorporated with the everyday policy and management.

Acknowledgement

References.

Thomas Salzberger & Monika Koller "Cognitive Dissonance – Reconsidering an Important and Well-established Phenomenon in Consumer Research". 120

Extracted from http://pdfcast.org/pdf/cognitive-dissonance-reconsidering-an-important-and-well-established-phenomenon-in-consumer-behaviour-research. Last accessed on 23.06.2010.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Qualit. p.47.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management,* 21(9): pp.908-926.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.

ASEAN CAMP AND LEVEL OF SATISFACTION: A CASE OF STUDENTS' PERSPECTIVE

Miss Puranda Imwong & Dr. Siriman Wattana

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: puranda.im@ssru.ac.th and siriman.wa@ssru.ac.th

ABSTACT

ASEAN is becoming one of the largest markets in the world and it is increasing important in the world market. Thailand is one of the members and co-founder of ASEAN need to provide basic knowledge and many different kinds of impacts as well as opportunities to their students. ASEAN camp was established to provide a special training for students of Suan Sunandha Rajabhat University. The purposes of this research study were to survey the level of satisfaction of the students who participated in ASEAN Training Program which aimed to prepare them for the understanding strengths and weaknesses of Thailand as being an important member of ASEAN. The population of this study included all students who participated in the activities of the ASEAN Training Program during April, 2017. Based on the survey of 200 students, male and female students, who willing to participate in the survey by answering the questionnaire, the data was collected and analyzed by using SPSS Statistical Program. In addition, Mean and Standard Deviation were utilized in analyzing the data. The findings, however, revealed that the average mean of satisfaction was 4.78, and standard deviation was 0.9800. Moreover, the average mean can be used to rank the level of satisfaction from each of the following factors: Proper ASEAN Training Knowledge, High Quality of Trainers, Proper Training Materials, Schedule and Types of Activities, and Location and Facilities of Training Place.

Keywords: ASEAN, Training Program, Satisfaction, Impacts

Introduction

ASEAN Economic Community (AEC) is so significant to Thailand in terms of economic and social development in order to compete with all ASEAN members. It becomes a goal for member nations to focus on enhancing human capital to be able to reap the benefit of the large single ASEAN market. Many Higher educational institutions in ASEAN countries are very concerned that their human capitals of many universities are not ready and will not be able to fully reap the advantages of this golden educational opportunities. In fact, human capital of ASEAN countries including Thailand must focus on the importance of enhancing their knowledge, skills, and English communications, personality development, that must be ready for ASEAN market and international market. Certainly, English communication is one of the most important skills for Thai students, staff and faculty members to enter the globalization effectively. However, English learning is also an important international skill that need to be improved in order to move Thailand forward as a major competitor of ASEAN nations and globalization. From the national plan of Thai government, it is necessary that Thailand education needs to improve the quality of English
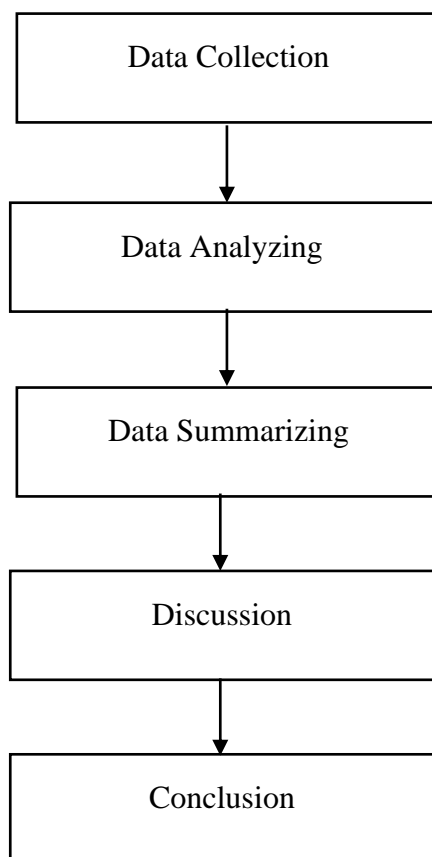
communication and especially the ability to speak in order to catch up with ASEAN neighbors. The improvement and development of English communication skills and knowledge will help Thai faculty and staff members to enter the ASEAN market successfully. The Institution of Lifelong Learning Promotion and Creativity, Suan Sunandha Rajabhat University has been assigned to set up the English training programs for students, staff, and faculty members. In fact, there are many benefits of joining the English training programs, for example, it is better cost and time effective to deliver to a big size classroom than traditional based classroom training.

The web based English learning of 90 hours might be condensed and be effective as 60 hours classroom learning or it is an effective way to cut both time and money and still provide English training program effectively. ASEAN Economic Market is essential to both ASEAN members and the world since it covers a land area of 4.46 million km², which is almost 3% of the total land area of Earth. Moreover, ASEAN population is approximately 600 million people, which is accounted for 8.8% of the world's population.

METHODOLOGY

In order to find the results for this study, the purpose of this study was to investigate the level of satisfaction of students about the benefits of English training programs at ASEAN camp they received from enrolling and participating in with Suan Sunandha Rajabhat University. The population and sample size of this study was all 30,000 students in campus during January to March of 2017. The sample size of 400 respondents was determined by Taro Yamane (1973) with a 0.05 level of significance. The data collation was conducted by distributing English questionnaire to elicit respondents' opinion, comments, and experiences about the benefits of English training programs at ASEAN camp. In fact, there are major three parts to the questionnaire. Part one was about the demographic information of the respondents. Part two was about level of satisfaction in the benefits English training programs and part three allowed respondents to provide their comments freely. The validity and reliability of each question in the questionnaire was tested and retested by using Item-Objective Congruency or IOC index. Also, 10 respondents randomly chosen as a small group of pilot study in order to search for ways to make an adjustment to each question and to be able to obtain an acceptable Cronbach Alpha Coefficient of more than 0.70 for overall.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│    Data Summarizing     │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

FINDINGS

TABLE I
Level of Satisfaction from the benefits of English Training programs

	Mean	S.D.	Rank
The Benefits			
1. Proper Knowledge	4.71	0.9040	1
2. Understandable	4.60	0.8995	2
3. Proper Materials	4.54	0.7890	3
4. Timing	4.51	0.8669	4
5. activities	4.49	0.8127	5
6. Staff and services	4.22	0.7614	6
	4.17		7
7. Public Relations	4.01	0.8512	8
8. Equipment		0.8432	
All categories	4.40	0.8409	

From Table I, the mean score of this study can be used to rank the highest to the lowest concerns as follows: 1) The benefit of English Training Programs is clearly proper knowledge with mean of 4.71 and SD of 0.9040, 2) The benefit of English Training Programs is clearly understandable knowledge with mean of 4.60 and SD of 0.8995, 3) The benefit of English Training Programs is clearly proper materials with mean of 4.54 and SD of 0.7890, 4) The benefit of English Training Programs is clearly suitable knowledge with mean of 4.51 and SD of 0.8669, 5) The benefit of English Training Programs is clearly schedules and activities with mean of 4.49 and SD of 0.8127. 6) The benefit of English Training Programs is clearly the staff and services with mean of 4.22 and SD of 0.7614, 7) The benefit of English Training Programs is clearly advertising and promotion with mean of 4.17 and SD of 0.8512, and 8) The benefit of English Training Programs is clearly facility and location with mean of 4.01 and SD of 0.8432.   Also, the mean score of all categories is 4.40 with standard deviation of 0.8409 which indicated that the average level of satisfaction is high and the benefits of English Training Programs can be considered high benefits.

LIMITATION AND FUTURE STUDIES

The main limitation of this research paper happened due to the un-variety of sampling which are respondents of students in many English training programs which may not represent all

---

the other participants and general opinions. As a consequence, the findings may not be proper to generalize. Therefore, future research should use at 400 respondents with a random sampling to obtain a more variety of sample groups from all English training programs in all faculties and departments. Also, future studies, however, should cover not only the level of satisfaction in the benefits of the English Training Programs but also the major reasons that participants were satisfied or were not satisfied with benefits of English Training Programs.

ACKNOWLEDGMENT

REFERENCES

P. Rujiswang, "Study Preparation to ASEAN Community," Faculty of Economics, Chianmai University. 2012

Prachchatturakit online. "Thai students and English development to ASEAN," www.prachachart.net/news_detail.php.2013

P. Kotler, "Marketing Management" - Millennium Edition. New Jersey: Prentice Hall. 2003.

B. Hall. "Web-based Training and Learning," New York: Wisely. 2000.

T. Yamane, "Statistics: An introductory analysis," 3rd edition, 1973, New York, Harper and Row.

K. Wanichbancha, "SPSS for windows to analyze data," Bangkok: CK and Photo Studio. 2001.

Shy, O. and Stenbacka, R. (2003), "Strategic Outsourcing", Journal of Economics Behavior and Organization, vol. 50, pp. 203- 224.

Wells, J. (1996), "IS YOUR JOB SAFE?: This thing called 'outsourcing' has workers worried, and not just in the auto industry", Maclean's, vol. 109, pp. 46- 49.

Katz-Stone, A. (2000). "How to Use Outsourcing Firms" Baltimore, Business Journal. April 28, 2000.

Quelin, B., & Duhamel, F. (2003). Bringing together strategic outsourcing and corporate strategy: outsourcing motives and risks. European Management Journal. Vol. 21. No.5.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty. programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

STUDENTS' PARTICIPATION AND SATISFACTION IN CAMPUS ACTIVITIES

Miss Rakchanok Ratana and Asst. Prof. Chaithanaskorn Phawitpiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: *rakchanok.pt@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th

ABSTRACT

There are variety of campus activities provide students with many avenues for academic growth, personal and social growth. Suan Suandha Rajabht University provide vibrant and supportive opportunities that aims to promote student learning social skills as well as practice of leadership, social responsibilities, and volunteerism. Students' participation rate is so important for the success of campus activities. Students' satisfaction of campus activities can be considered as important as customer important which based on students' direct experiences on particular campus activities that they encounter. The main objectives for this research study were to investigate the motivation of students' participation and satisfaction in campus activities, a case of students in Suan Sunandha Rajabhat University and to provide suggestions to improve students' participation and satisfaction in campus activities.

This study was utilized both quantitative and qualitative research method by using an in-depth interview and small focus group of target students and university staff. A total of 400 students was determined by random sampling method from the 30,000 students in campus. A total of 20 students and 10 university staff who regularly engaged of the campus activities during the semester 2 of the year 2017. About 10 female students and 10 male students from various departments were chosen from the population of students who were willing to participate and provide information in the in-depth interview. The results of this study revealed that students' participation would be high if students understand the five objectives of the campus activities which included create a sense of belonging, promote health and well-being, foster personal awareness, and volunteerism. The level of satisfaction of students in participating in events, programs, concerts, sport events, workshops, trainings, and other campus activities depends on an individual involvement. However, the overall level of satisfaction of students who had a high involvement in campus activities at Suan Sunandha Rajabhat University was reported as having a high level of satisfaction.

Keyword: Students' Participation, Campus Activities, Satisfaction, Involvement

Introduction

The students' life in campus are about the academic life and activities life. The measurement of their satisfaction is necessary and vital to the success of the university. Students, on one perspective, are the customers like any other customers. They require to have high satisfaction for what they had paid to the university as tuition fees. The real experience, the knowledge gain, the value of their certificate must meet their expectation, or else, there will less and less numbers of student enrollment in the future. In fact, the university offers many kinds of academic programs, many different faculties, and variety of campus activities. The campus activities as well as academic activities offer to students with many avenues for academic growth, personal and social growth. Suan Suandha Rajabht University has nearly 30,000 students in the campus that provide many vibrant and supportive opportunities and activities. The aims of these activities are aimed to promote student learning social skills as well as other important things such as practice of leadership, social responsibilities, and volunteerism. It is found that the level of students' participation is so significant for the success of campus activities. Students' satisfaction of campus activities can be considered crucial to the students as well as university. The high or low rate of satisfaction depend on students' direct experiences on particular campus activities that they encounter have met their expectation or not. The main purposes for this study were to understand the motivation factors of students' participation and level of satisfaction in campus activities. This is a case of students in Suan Sunandha Rajabhat University both in main campus

and off-campus and use the findings to provide some important recommendations to enhance students' participation and satisfaction in campus activities in a sustainable manner.

Fig. 1   the model of SERVQUAL five dimensions
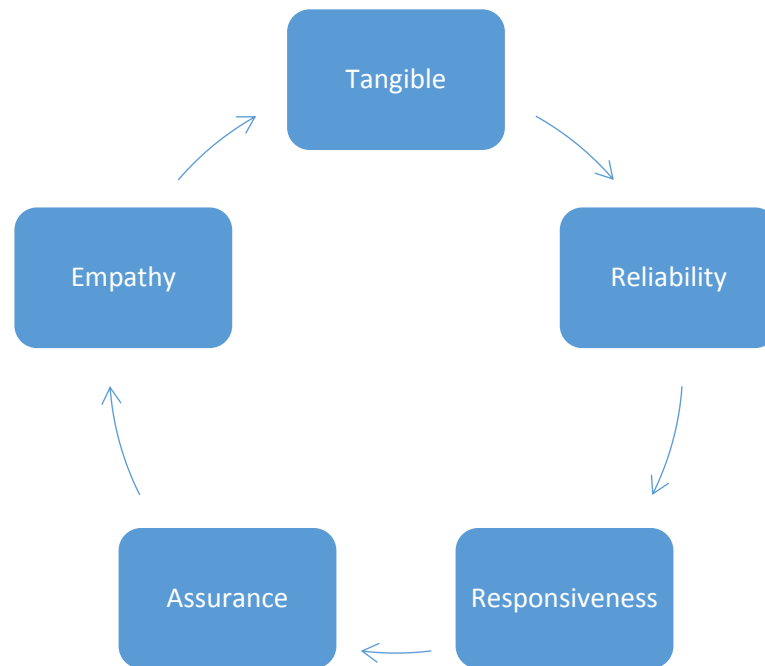
From this model of five dimension which apply to our study. First is tangibility which refers to the physical characteristics associated with the service such as interior design, appearance of employees, and cleanliness of the facility. Second is reliability which refers to the accuracy and dependable of the service providers. Third is responsiveness which refers to the willingness to assist its customers by providing fast and accurate service quality. Fourth is assurance which is to provide the confidence that customers can depend on such as good knowledge and skills of services. Finally, fifth is empathy which refers to the readiness to provide each customer with attention. The five dimensions is used in explaining five dimensions of campus activities.

Research Methodology

In order to find the results for this study, one of the most important relationships between university and students needs to be discovered which is the student's participation of many different activities in campus. In order to improve the level of satisfaction of the students who frequently participate many different kinds of activities in campus, it is vital and important to have an overhaul of activities by surveying information from mainly students' perspective. The five dimensions of services are significant to the measurement which include tangibility, responsiveness, reliability, assurance and empathy. The objectives of this study were to conduct a practical study to search for what are standard of keys of activities improvement at campus in the perspectives of students at Suan Sunandha Rajabhat University, Bangkok, Thailand. This study

was utilized both quantitative and qualitative research method by using an in-depth interview and small focus group of target students and university staff. A total of 400 students was determined by random sampling method from the 30,000 students in campus. In addition, a total of 20 students and 10 university staff who regularly engaged of the campus activities during the semester 2 of the year 2017-2018. About 10 female students and 10 male students from various faculties and different programs were selected from the general population of students who were willing to participate and provide information in the in-depth interview which often took a long time in a tedious process of asking and answering questions. A Likert five-scale questionnaire was utilized as a research tool for collecting data. Whereas the independent variables of this study included gender, age, level of education, occupation, income, and country of origin, the dependent variables included level of satisfaction in five dimensions.

Findings

TABLE I
LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors from five dimension of campus activities			
1. Responsibility of dimension of campus activities	4.18	.88	1
2. Assurance of dimension of campus activities	4.11	.96	2
3.Tangibles dimension of campus activities	4.03	.59	3
4. Responsiveness dimension of campus activities	3.78	.98	4
5. Empathy dimension of campus activities	3.56	.83	5
Overall	3.93	.84	

From table 1, the findings revealed that the students had rated "Responsibility dimension of campus activities" as number one with the mean of 4.18 and standard deviation of 0.88. The students had rated "Assurance dimension of campus activities" as number two with the mean of 4.11 and standard deviation of 0.96. The students had rated "Tangibles dimension of campus

activities" as number three with the mean of 4.03 and standard deviation of 0.59. The students had rated "Responsiveness dimension of campus activities" as number four with the mean of 3.78 and standard deviation of 0.98. Finally, the students had rated "Empathy dimension of campus activities" as number five with the mean of 3.56 and standard deviation of 0.83.

The findings can be reported that these five dimensions of campus activities had a direct relationship with students' satisfaction but with different means and standard deviations. In fact, the respondents or students had a very high to medium level of satisfaction in these five dimensions of services. Of the five dimensions of service quality used for this study, there were found to be statistically significant with p-value of less than 0.05. There were tangibility, responsiveness, reliability, assurance, and empathy. Finally, the overall means of satisfaction of five dimension of campus activities was rated with the mean of 3.93 and standard deviation of .84.

Recommendations

The recommendations from this study to improve campus activities were actually the comments and suggestions from students. The new updated that students want to see as soon as possible which include high standard quality of university's physical facilities, status of service equipment, university staff appearance, staff communication skill, accuracy of record, problem resolution time, prompt attention to request, willingness to help, and flexibility of opening and closing time. In fact, the majority of students agree that there must a real professional of management to run the campus facility and activities rather than school teachers and staff.

Acknowledgement

References

Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.

Cronin, J. and Taylor, S. SERVPERF versus SERVQUAL (1994). "Reconciling performance based and perceptions minus expectations measurement of service quality", *Journal of Marketing*, Vol.58, No.1.

Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.

Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to*

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.45.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.

SERVICE QUALITY IMPROVEMENT OF COMPUTER LABS

Mr. Rujirote Kangcharoensampan and Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: *rujirote.ka@ssru.ac.th, **sirilak.ke@ssru.ac.th

ABSTRACT

The services of computer laboratories is one of the most necessary and vital to the academic life of students. The most advanced software, new technology, and modern facilities available are not enough to make students happy and satisfied. Modern students are the same like modern customer, they have high expectation of service quality. Until their expectation have met, they will be satisfied with service quality. Computer service quality improvement at Suan Sunandha Rajabhat University aims to offer the best for student experience and provide students with consistent professional and business & academic environment regardless of their demographic background. In order to search for ways to for service quality improvement, it is vital to identify the needs and wants of computer lab usages and the frequency of usage per student per semester as well as what kind of services they expect. The purposes of this study were to investigate the service quality improvement that students need, the benefits that students want from modern computer labs, and to link the computer facilities and services improvement with benefits of modern technology computer labs for academic purposes. This study utilized a qualitative research which using the in-depth interview with two different groups of students. Eight male students and Eight female students who regularly use the computer labs would be asked to provide detailed information such as what kinds of service quality do they need, what are their usage behaviors, what software do they need, and what benefits of modern computer labs that they were looking for academically. Data collection, from these students, started at semester one of year 2018. The findings of the research revealed that there was a need to improve service quality to more professional and business like environment. The computer labs need for better designed to be student center of learning concepts and the environment need to be the form of organization learning. The flexible hours is needed for students during the peak time such as midterm exam and final exam. There should be special and special privilege for graduate students doing their thesis and dissertation.

Keyword: Quality Service Improvement, Computer Facilities, Software, Flexible Hours

Introduction

As the information technology industry sector of the global economy grows, the study of service quality for computer labs are becoming increasingly important. Information technology and service quality distributed regionally, nationally, and globally have become larger portions of the knowledge-intensive business service industry of the Gross National Product (GNP). Many organizations aim at improving and enhancing quality service performance of their information technology service quality which requires significant reliable methods of measurement, assessment, and improvement. As a result, in order to utilize one of the most accurate and reliable instruments that can assess service quality are of great interest to many experts, researchers, and policy makers. In fact, the most model that considers to be the popular and widely used service quality instrument is called SERVQUAL model, which used mostly in service and tourism industry. The original theory of SERCQUAL model actually utilized the five Likert seven-scales to assess 22 items of service quality in five dimensions which comprised of assurance, empathy, reliability, responsiveness, and tangibility. In fact, the SERVQUAL is a concise technique and can be applied to use in many aspects of different types of business services. Since the SERVQUAL model is based on the assumptions and proposition that service quality can be measured as the gap

between the particular service quality in which it is an expectation of customers about goods and services they will receive and the actual or real performance they experience. Basically, it is the measurement in the service quality gaps. Therefore, it is important to understand the measurement of service quality in order to provide any suggestions to improve service quality of the computer labs of the main campus of Suan Sunandha Rajabhat University.

For students, staff, and faculty members, the services of campus computer laboratories are one of the most necessary and vital to the academic life of students as well as the daily business works for staff and faculty members. Many of most advanced software, new technology, and modern facilities available nowadays are not sufficient to make the majority of students rated as a high level of happy and satisfy. Modern students are the same as modern customers, they learn to have high expectation of service quality and demand better and high standard of service that must be provided from the campus computer labs. Until their expectations have met, the campus computer labs will need to do the survey of students' level of satisfaction with service quality and search for proper ways to develop plan for improvement. In addition, Computer service quality improvement at Suan Sunandha Rajabhat University aims to offer the best for students' experience and provide students with consistent professional and business & academic environment regardless of their demographic background. In order to search for ways to for service quality improvement, it is vital for campus computer labs to identify the needs and wants of major computer lab usages and the frequency of usage per student per semester as well as what kind of services they expect. The questions were designed to elicit information from the students who often used the computer labs in campus. The information from these students is vital to the development of plan to improve the service quality by using SERVQUAL model five dimensions.

Research Methodology

The research process of this study involves five steps. The first step is to define the research questions. The second step is to design research tools for data collection and using statistical programs to perform data analyzing. The third step is to provide the findings of the study. The fourth step is to make a discussion to add up the contribution compared with other findings. The final step is to present the findings to get publication. The major purposes of this research study were to survey by investigating the service quality improvement that students in main campus of Saun Sunandha Rajabhat University really need, the benefits that students want from modern computer labs in campus, and to link the computer facilities and services improvement with benefits of modern technology computer labs for many academic purposes of the students. This research study utilized mainly the method of qualitative research which aims to find the results of the study by using the in-depth interview with two different groups of students. A focus group study was conducted and both researchers and informants spent long hours in the discussion to obtain an insight and useful information. Eight male students and Eight female students who regularly and heavily use the computer labs would be asked to provide detailed information, opinions, and suggestions such as what kinds of service quality do they need, what are their usage behaviors, what software do they need, and what benefits of modern computer labs that they were looking for academically, and what are some of their suggestions to improve the quality of services of the computer labs in campus. Data collection period, from these eighteen students, started at semester one of year 2018.

Findings

TABLE I
SATISFACTION OF SERVICE QUALITY

	Male Students	Female Students	Rank
Service Quality	Percentage	Percentage	
1. Reliable of Service from Compute Labs	87.5	87.5	1
2. Proper Time of Service from Computer Labs	87.5	75.0	2
3. Competency of Service from Computer Labs	75.0	75.0	3
4. State of Art of Facility and Equipment from Computer Labs	62.5	62.5	4
5. Responsiveness of Staff from Computer Labs	62.5	50.0	5

The findings from table 1 was concluded from eight male and eight female students whether they agreed with service quality in five dimensions: reliability of service, proper time of service, competency of service, state of art of facility and equipment, and responsiveness of staff. The findings from TABLE I revealed five different areas of service quality as follows: 1) "Reliable of Service from Computer Labs" was rated as number one with 87.5 percentage of male students and 87.5 percentage of female students. 2) "Proper Time of Service from Computer Labs" was rated as number two with 87.5 percentage of male students and 75.0 percentage of female students. 3) "Competency of Service from Computer Labs" was rated as number three with 75.0 percentage of male students and 75.0 percentage of female students. 4) "State of Art of Facility and Equipment from Computer Labs" was rated as number with 62.5 percentage of male students and 62.5 percentage of female students. 5) "Responsiveness of Staff from Computer Labs" was rated as number five with 62.5 percentage of male students and 50.0 percentage of female students. In addition, the comments for suggestions of the informants are as follows.

The comments for suggestions of the research revealed that there was a need to improve service quality to be more professional and businesslike environment. Computer labs should be managed as private business model, and should not be managed like the old style of bureaucrat. The computer labs need to have a new and better designed by using the model of student center of learning concepts and the environment need to be designed to be the modern form of a learning organization. The flexible hours are really needed for students both undergraduate students and graduate students who may have different needs during the peak time such as midterm exam and final exam as well as during the working time of master thesis and Ph.D. dissertation. Finally,

there should be special and special privilege working time and space for graduate students who are seriously doing their thesis and dissertation.

Future Studies

It is hoped that the findings of this research will benefits campus computer labs of Suan Suandha Rajabhat University and other universities. However, one of the major limitations of this research study came from the use of the qualitative research method which may not have an ability to distinguish the detailed importance of service quality of computer labs. Also, it also does not take focus on the reasons behind each service quality and its dimensions. Therefore, the findings may not properly be generalized to the research properly. Hence, future research in this area should use a combination of quantitative method with qualitative method to increase the strength of the research. In other words, future studies should use a combination of qualitative and quantitative methods in order to effectively measure the importance and the effectiveness of service quality from the perspective of the students who use computer labs.

Acknowledgement

References

Reimer A. & Kuehn R. (2005). 'The impact of servicescape on quality perception', European

Journal of Marketing, 39 (7/8). 785-808, Emerald Group Publishing Limited. [Online]. DOI: 10.1108/03090560510601761 (Accessed: 12.05.2010)

Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant* Quarterly,

40 (1) pp. 40-46, Sage Publications. p.42.

Teery G. Vavra (1997). Improving your measurement of customer satisfaction: a guide to

creating, conducting, analyzing, and reporting customer satisfaction measurement

programs. American Society for Qualit. p.47.

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A

Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of

Retailing*, Vol.64, No.1, 12-40.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach",

Tourism Management, June, Vol.13, No.92. pp.163-168.

Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among

employees, customers, and financial performance. *International Journal of Quality & Reliability Management,* 21(9): pp.908-926.

ENHANCEMENT OF SERVICE STANDARD FOR COMPUTER LABS

Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *sirilak.ke@ssru.ac.th

ABSTRACT

In order to provide the best service possible. It is important for students to have an opportunity to provide their feedback on their recent visit the computer labs in order for the management of the labs to improve service quality. Computer labs and information Technology office is considered by students as one of the most important offices of university. Due to the fact that it provides many kinds of important information technology services, hardware and software services, various trainings, internet, and modern computer laboratory facilities. To have student high level of satisfaction implies successful management of computer labs and often reflects high quality management. The objective of this research was to do the survey and investigate factors of services that affected the high level of satisfaction from the students' perspectives. This study utilized quantitative research study which was conducted by interviewing with 200 students who were the regular users of services of computer labs and who had a willingness to provide honest feedback, comments and suggestions. Statistical analysis was performed by using SPSS program. Frequency, tabulation, mean, and standard deviation were used for data analysis and generated conclusion. The result of this investigation revealed that the majority of students reported a high level of satisfaction the service standard of computer labs and the overall mean was 4.78 with SD of 0.9812. From the means, the order of list of high level of satisfaction included the service provided by staff, organizations of trainings, cleanliness of the computer labs, the modern and upgraded of computer and its facilities, the opening and closing hours of the computer labs.

Keyword: Service Standard, Information Technology, Satisfaction, Computer Labs

Introduction

A campus computer lab is a space which provides computer and software services for students, staff, and faculty members. Campus computer lab access often requires to check identification card and allow to use with certain policy and not engage in illegal activities. However, the fact remains that the majority of users and heavy users are students. In the perspective of students, there are computer users are often subject to unnecessary time limits and inconvenience use of printer and scanners with some fees. Many students reported they are very satisfied with the services of computer labs at Suan Sunandha Rajabhat University at one level. However, there are some rooms for service improvement.

The concept of providing the better service is important for the management of computer labs of Suan Sunandha Rajabht University. The feedback from students as a main users of computer has been regarded as a valuable information. If use it properly, will surely benefits both students and the University. The idea that there are some factors which are decisive for the success of the computer labs in terms of providing services to students, and these factors can be ascertained. If the computer labs aim to enhance their quality of services, there must be a proper way to get the information of how students wants for services, what kind of problems encountering by students, what kind of service needed to be added or cut. The feedback information from students' survey will be used as information for the management meetings in order to offer a new and better policy

of computer labs to offer better and sustainable services to students. In order to implement the new computer labs policy regarding the better services to students, new policy and new suggestions must be match with environment conditions of computer labs and its business characteristics.

Research Methodology

Fig. 1 the Process of Research
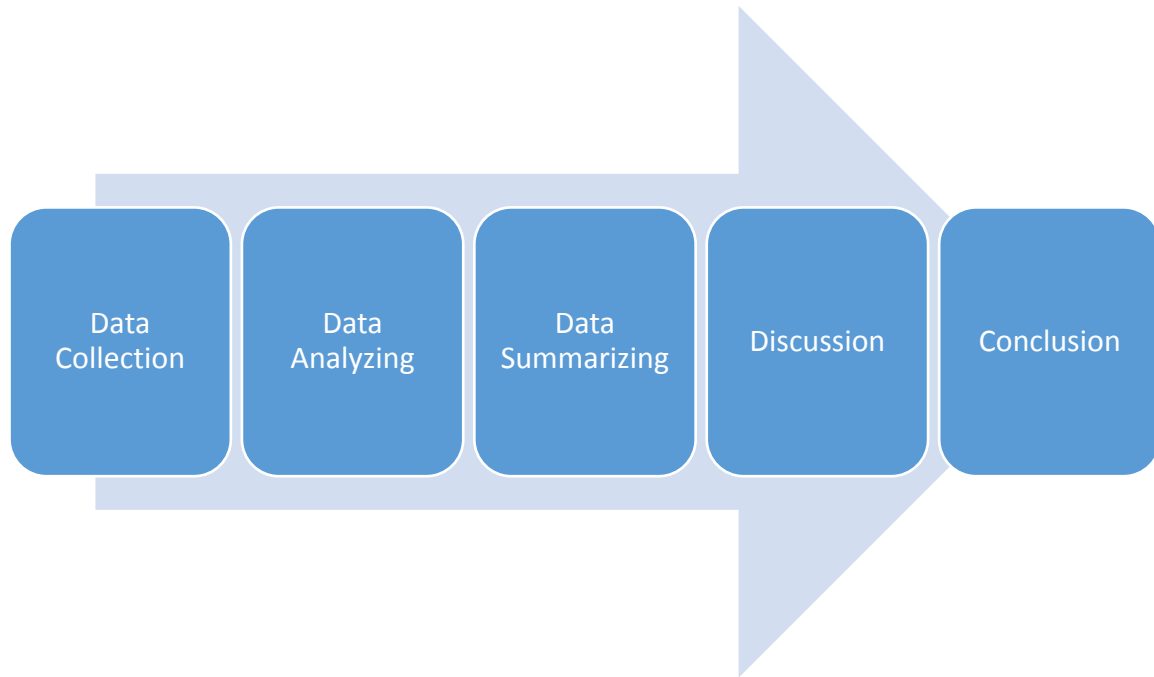
Findings

The findings from table 1, since the study utilized quantitative research study which was conducted by interviewing with 200 students who were the regular users of services of computer labs and who had a willingness to provide honest feedback, comments and suggestions, the results can be summed into table 1. The respondents had rated factor "Service quality provided by staff" as number one of the level of satisfaction with the mean of 4.88 and standard deviation of 0.5959. The respondents had rated factor "Organization of training programs" as number two of the level of satisfaction with the mean of 4.82 and standard deviation of 0.7930. The respondents had rated factor "Cleanliness of computer labs" as number three of the level of satisfaction with the mean of 4.82 and standard deviation of 0.9351. The respondents had rated factor "Modern of computers and facilities" as number four of the level of satisfaction with the mean of 4.64 and standard deviation of 0.8723. The respondents had rated factor "Opening and closing hours" as number five of the level of satisfaction with the mean of 4.59 and standard deviation of 0.9134. Moreover, the respondents had rated the overall level of satisfaction of computer labs with a mean of 4.78 and standard deviation of 0.9812.

TABLE I
LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1.Service quality provided by staff	4.88	.5959	1
2. Organizations of Trainings	4.82	.7930	2
3. Cleanliness of Computer Labs	4.79	.9351	3
4. Modern of Computers and Facilities	4.64	.8723	4
5. Opening and Closing Hours	4.59	.9134	5
Overall	4.78	.9812	

In general, the students have a high positive attitude and a high level of satisfaction with the service quality and the performance of the computer labs in campus of Suan Sunandha Rajabhat University. All five factors, which are service quality provided by staff, organizations of training programs, Cleanliness of computer labs, modern of computers and facilities, and opening & closing hours of computer labs, have been rated with high level of satisfaction. These high performance management and high service quality of computer labs results in four important things which are better image for computer labs, more budget allocation for doing good works, high performance means high productivity of the computer labs, and in the end contributing to the job satisfaction.

Fig. 1. Satisfaction Model
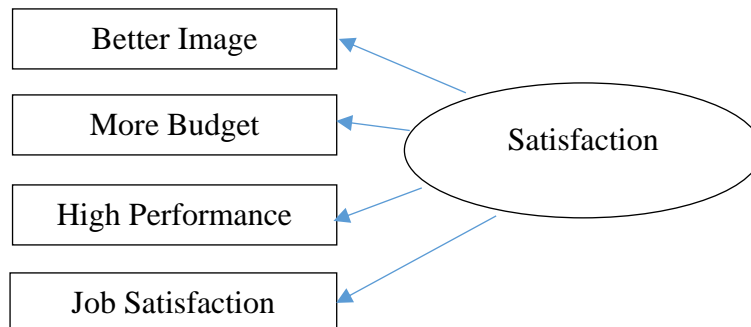
Suggestions

It is vital to understand that technologies in the campus of Suan Sunandha Rajabhat University will have a tremendous impact on students, staff, and faculty member ability to function in a world of competitive higher education. There are some important suggestions. First, there is a need to survey and to figure out what students, staff, and faculty members need and what kinds of resources are presently available to them? What will be the needed resources for them in the near future? Second, is to do the evaluating of exiting resources. What kind of resources contribute to the success of the overall goals of the man campus university. Third, is to clarify expectation for engagement. Make sure that all staff understand the purpose and the aims of the computer labs. Finally, it is important to regular training for staff in order to improve their knowledge, skills, and attitudes to better serve their customers in campus.

Acknowledgement

References

Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.

Cronin, J. and Taylor, S. SERVPERF versus SERVQUAL (1994). "Reconciling performance

based and perceptions minus expectations measurement of service quality", *Journal of*

Marketing, Vol.58, No.1.Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with

satisfaction", *Journal of Services Marketing*, Vol.14, No.3.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a

Comparison Standard in Measuring Service Quality: Implications for future Research",

Journal of Marketing, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with

University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction

(CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of*

Organizational Culture, Communication and Conflict. Vol. 7(2), p.42.

Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.

QUALITY OF EDUCATION IN THAI UNIVERSITIES

Mrs. Siriporn Komonsing & Asst. Prof. Chaithanaskorn Phawitpiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *siriporn.ko@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th*

ABSTRACT

The exigencies of globalization provide an impetus for many criticisms of quality of education in Thai universities. The world university ranking shows that many Thai elite universities were behind Singapore, Indonesia, and Malaysia. Thailand needs to improve the higher education systematically as well as level of competitiveness in the global market. The objectives of this research study were to investigate the quality of education of Thai universities when compare with three major ASEAN countries by utilizing the criteria from QS world university rankings as well as to offer some recommendations to improve the quality of educations in Thai universities. This was both quantitative and a qualitative research method which used mainly an in-depth interview and focus group. The 15 panel of informants was selected from professors who are involving with QS world university rankings, higher education policy makers, and academicians in the areas of higher education. Context analysis and method of in-depth interview were used for data analysis and generated findings. The result of this investigation revealed that the quality of high education needs to be improve. The criteria for quality improvement should be based on the QS world university rankings which included number research publication per faculty, number of research citations per faculty, faculty and study ratio, international staff ratio, international student ratio, employer reputation, and academic peer review. The use of QS world university ranking criteria help Thai university to be able to compare each item is considered important by most world class universities.

Keyword: Higher Education, QS World University Rankings, Faculty Members, Publication Citations
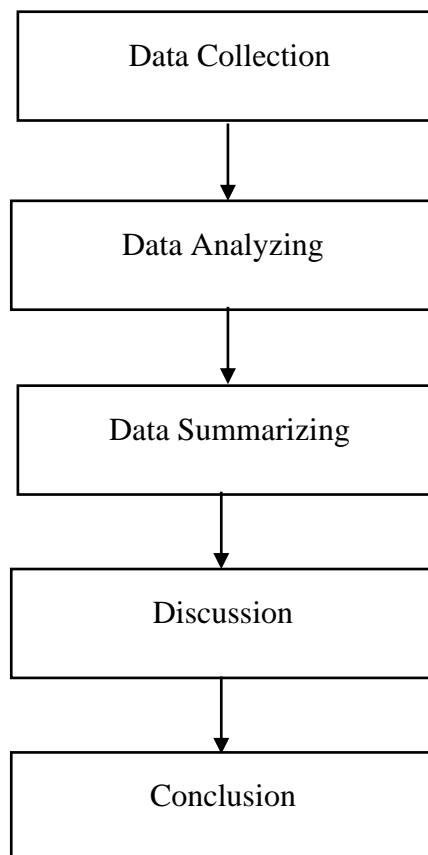
Introduction

Nowadays, Thai universities have to compete with each other in the national level and in the international level. The intense of the competition means all Thai universities must try to enhance their standard quality of their education system as quickly as possible. The poor university in the domestic ranking and international ranking will see their number of student intake decreasing and soon they will go to the point of out of business. Without the student enrollment, there is no chance to open the door without any budget from losing number of student enrollment. This is an emergency call or wakeup call that need to pay heed to for all Thai universities. The exigencies of globalization provide an impetus for many criticisms of quality of education in Thai universities. The world university ranking shows that many Thai elite universities were behind Singapore, Indonesia, and Malaysia. Thailand needs to improve the higher education systematically as well as level of competitiveness in the global market. The objectives of this research study were to investigate the quality of education of Thai universities when compare with three major ASEAN countries by utilizing the criteria from QS world university rankings as well as to offer some recommendations to improve the quality of educations in Thai universities.

Research Methodology

There were five process of the research in order to obtain the results: data collection, data analyzing, data summarizing, discussion, and conclusion. This was a quantitative research which aimed to survey about 400 students for their opinions about the quality of teaching method, the activities based in the classroom, the interaction between students and teachers, the roles of both teachers and their directors and their policies, and the knowledge students gained from the classroom. In addition, the method of qualitative research method which used mainly an in-depth interview and focus group. The 15 panel of informants was selected from professors who are involving with QS world university rankings, higher education policy makers, and academicians in the areas of higher education. Context analysis and method of in-depth interview were used for data analysis and generated findings.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Data Summarizing     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

Findings

From the quantitative method of survey, it was found that the overall level of satisfaction was high with the average mean of 3.93 and the standard deviation of .842. From Table 1, the respondents had rated that factor of "The teaching quality of professors and lecturers" as the highest satisfaction and ranked as number one with the mean 4.45 and Standard deviation of .7059. The respondents had rated that factor of "The activities of the classroom learning" as the second highest satisfaction and ranked as number two with the mean 4.39 and Standard deviation of .7230. The respondents had rated that factor of "The interaction of students and professors or lecturers" as the third highest satisfaction and ranked as number three with the mean 3.69 and Standard deviation of .8950. The respondents had rated that factor of "The proper roles of both students and director" as the fourth highest satisfaction and ranked as number four with the mean 3.58 and Standard deviation of .9833. Finally, the respondents had rated that factor of "Knowledge gained from the classroom learning" as the fifth highest satisfaction and ranked as number five with the mean 3.56 and Standard deviation of .9034.

TABLE I
LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. The teaching quality of professors and lecturers.	4.45	.7059	1
2. The activities of the classroom learning	4.39	.7230	2
3. The interaction of students and professors and lecturers	3.69	.8950	3
4. The proper roles of both teachers and directors.	3.58	.9833	4
5. The knowledge gained from the classroom	3.56	.9034	5
All categories	3.93	.8421	

Fig. 1. Students' satisfaction Model
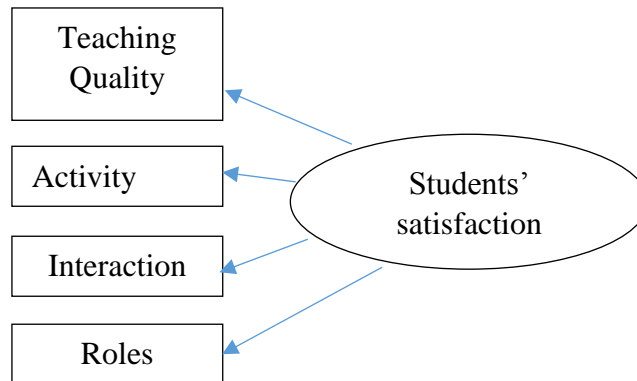
Suggestions

      The result of this investigation revealed that the standard quality of high education needs to be improve to achieve a high level of satisfaction from students. In the modern world of international university ranking, it is recommended that the criteria for quality improvement should be based on the QS world university rankings which included number research publication per faculty, number of research citations per faculty, faculty and study ratio, international staff ratio, international student ratio, employer reputation, and academic peer review. It is expected that the use of QS world university ranking criteria help Thai university to be able to compare each item is considered important by most world class universities. Since most of world class universities use QS world university ranking criteria, it is vital for Thai universities to enhance their teaching and learning quality according to the QS world university ranking criteria.

Acknowledgement

References

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating,*

conducting, analysing, and reporting customer satisfaction measurement programs, American Society for Qualit. p.42.

Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communic**ation** and Conflict*. Vol. 7(2). p.42.117

FACULTY STAFF WORK CONDITIONS AND SATISFACTION

Mrs. Siriporn Pomjaturas & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *siriporn.po@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

In general working conditions for staff in the campus has been considered good and it also has been linked with staff satisfaction. Work conditions, in fact, cover many topics and issues such as working time, schedule, facilities, cleanliness, management policy, office culture and physical working conditions of the workplace. However, different background of the university staff may have different preferences and different opinions of the working conditions. The objectives of this research were to investigate the different background and demographic information would have different level of satisfaction of the working conditions or not and to provide some suggestions to improve the working conditions that may benefits the majority of university staff.

In order to find the answers for the research objectives, a quantitative research study was utilized and the methodology was to have data collection and data analysis. This study which was conducted by interviewing with 120 university staff who were the main users of working conditions and who were affected by the management and policy of the university. Statistical description and analysis were performed by using SPSS program. Mean and standard deviation and ANOVA analysis were used for data analysis and generated findings. The result of this investigation revealed that the majority of university had a very high level of satisfaction on working conditions with a mean of 4.64 and SD of 0.9743. It is important to report that different in demographic background had no different in their preference of working conditions, except gender. The list of high level of satisfaction included the cleanliness and orders of the office, the modern and upgraded of computer equipment and facilities, the high remuneration, and opportunity to train and present research in international conferences

Keyword: Satisfaction, Working Conditions, University Staff, Office Culture

Introduction

Working conditions is one of the most important factors for employees of higher education such as Suan Sunandha Rajabhat University. The high level of satisfaction in working conditions will certainly contribute to high morale of work, high productivity, and high ability to provide services to customers and shareholders. Satisfaction of working conditions is similar to customer satisfaction. The term of satisfaction itself can be the gap of the expectation and real-life experiences. If the positive feedback from real-life experience is higher than the expectation, then the level of satisfaction should be high. However, if the positive feedback from real-life experience is lower than the expectation, then the level of satisfaction may be low, which, in fact, it is the time to improve the process and facility of working conditions. If most of employees have a high level of satisfaction in working conditions, it is good news to the organization. However, the organization to create positive value which is the key to establish and maintain long run success of satisfaction of employees. By using proper measuring and tracking employee satisfaction level, organization can put new process in places to enhance the overall job satisfaction and working conditions at the same time. In general, most of higher education organization often view that

facility and equipment of high standard as a very important factor to increase employee level of satisfaction of working conditions. This view is only half true. The fact is the employee level of satisfaction depends on many different factors such as management policy, facility and equipment, relationship with peer and management, and so forth.

In general, it was found that Suan Sunandha Rajabhat University working conditions for employees or staff in the campus has been considered good with high standard when compared with the majority of Rajabhat University community. The working condition and job satisfaction have been linked with staff overall satisfaction. Working conditions of staff in higher education organizations, in fact, cover many important topics and issues such as working time, schedule, facilities, cleanliness, management policy, office culture and physical working conditions of the workplace. However, the fact remains that different background of the university staff may have different preferences and different opinions of the working conditions. The objectives of this research were to investigate the different background and demographic information would have different level of satisfaction of the working conditions or not and to provide some suggestions to improve the working conditions that may benefits the majority of university staff.

Research Methodology

The study aimed to understand the level of satisfaction of Suan Sunandha Rajabhat University staff on working conditions. Specifically, the study sought to identify staff's level of satisfaction and determine the problems encountered by staff regardless of working conditions provided by the university and then be able to use the information to propose the plan to improve the working conditions in the near future. The objectives of this research were to investigate the different background and demographic information would have different level of satisfaction of the working conditions or not and to provide some suggestions to improve the working conditions that may benefits the majority of university staff. In order to find the answers for the research objectives, a quantitative research study was utilized and the methodology was to have data collection and data analysis. This study which was conducted by interviewing with 120 university staff who were the main users of working conditions and who were affected by the management and policy of the university. Statistical description and analysis were performed by using SPSS program. Mean and standard deviation and ANOVA analysis were used for data analysis and generated findings.

Findings

The findings of this investigation can be reported that the majority of university had a very high level of satisfaction on working conditions with a mean of 4.64 and SD of 0.9743. It is important to report that different in demographic background had no different in their preference of working conditions, except gender. The important list of high level of satisfaction included the cleanliness and orders of the office, the modern and upgraded of computer equipment and facilities, the high remuneration, and opportunity to train and present research in international conferences

There are five suggestions from this study. It is important to emphasize accountability and productivity improvement of the staff, but it is not easy to tell them how to be accountable and how to increase productivity after they have high satisfaction of job and working conditions. It is imperative that accountability and productivity improvement become more than a buzzword in the organization. First, it is important that the managers are willing to proclaim that something needs to be don. Second, it is important that both managers and staff level accept personal responsibility to be accountable and have productivity enhancement on the daily basis. Third, it is important that both managers and staff make positive choices or decision to act together. Fourth, it is important that both managers and staff think deeply about the consequence of each choice they made. Finally, it is important that both managers and staff set high expectation for themselves and try very hard to achieve it.

Acknowledgement

References

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full-Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.19.

Cited in Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.20.

Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.20.

Oliver, R.L. & J.E. Swan (1989a). "Consumer Perceptions of Interpersonal Equity and

Satisfaction in Transactions: A Field Survey Approach. *Journal of Marketing*, 53, (April), 21-35.

Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.20.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Qualit. p.47.

Reimer A. & Kuehn R. (2005). 'The impact of servicescape on quality perception', European Journal of Marketing, 39 (7/8). 785-808, Emerald Group Publishing Limited. [Online]. DOI: 10.1108/03090560510601761 (Accessed: 12.05.2010)

Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant* Quarterly, 40 (1) pp. 40-46, Sage Publications. p.42.

Teery G. Vavra (1997). Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs. American Society for Qualit. p.47.

Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management,* 21(9): pp.908-926.

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

Schall, M. (2003). Best Practices in the Assessment of Hotel-guest attitudes. *The Cornell Hotel and Restaurant Administration Quarterly*. April: pp. 51-65.

J0B SATISFACTION OF SERVICE EMPLOEES

Miss Suneeporn Srilittichai & Asst. Prof. Dr. Sirilak Ketechaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *suneeporn.sr@ssru.ac.th, **sirilak.ke@ssru.ac.th

ABSTRACT

Job satisfaction of employees who provide services to customers has directly affected their job performance and on customer satisfaction which, in turn, have an effects on customer loyalty, sales volumes, and profit. There are many factors that affects job satisfaction such as pay, working conditions, relationship with boss, organization culture, and regulations & policies. Therefore, it is imperative to understand factors that has high impacts on job satisfaction of employee who provide service to customer. This is a case study of Suan Sunandha Rajabhat University. The objective of this study were to examine factors that has high impacts on job satisfaction of Suan Sunandha Rajabhat University employees who have duties to provide services to students as well as to provide some important suggestions to improve the factors that has high impacts on job satisfaction. This was a qualitative research study which was conducted by using an in-depth interview with 20 employees who had duties to provide services to students at the campus of Suan Sunandha Rajabhat University. The primary data and secondary data of job satisfaction were analyzed with the assistance of the finding of many literature review in the areas of job satisfaction and many of previous studies related to the topics of customer satisfaction.

The findings of this study showed that there is a positive direct relationship between high job satisfaction and high performance to provide better services to customers. Moreover, the factors that have high impacts on job satisfaction of service employees included autonomy and independence, greater power of making decision, regular training, good communication in office, opportunities to travel abroad, and better working conditions. Important suggestions from this study included provide regular trainings to improve services, conduct a survey of employees' wants and needs, and allow more flexibility of power to make decisions in office to employees, and provide a compliments and small rewards for high performance employees.

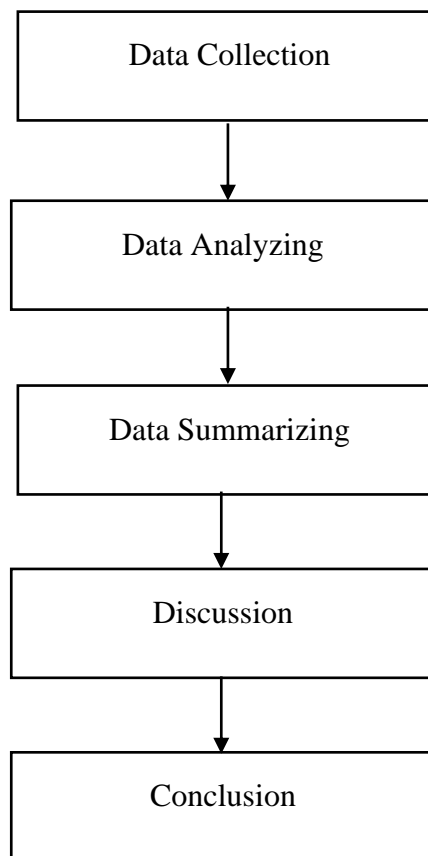**Keyword:** Job Satisfaction, Service Employees, Working Conditions, Performance

Introduction

Job satisfaction of service employee in campus of Suan Sunandha Rajabhat Univeristy is an important measurement that needs to be measure every year. It is a measurement of employees' contentedness with their job, whether or not they like their job, whether or not they are happy with the organization and their job assignment, whether or not they like the aspects of the job. If they have high job satisfaction, this is good news. It is the fact that employees who have high job satisfaction with their job are more productive, more committed, and more likely to stay with the organization for the long term. However, if they have low job satisfaction, this is bad news and there may be bad consequences such as high turnover rate, low productivity, high complaints, high absenteeism, and high disharmony in the organization. In fact, there are four most important causes of high job dissatisfaction. First, it is the factor of underpaid. One of the most important causes of high turnover rate is underpaid and employees are busy to looking for a new job and stay in the old job just to make it. Therefore, it is a situation of low morale and low productivity. Second, it is the factor of limited career growth and no opportunity for advancement. This means most employees will consider the job as temporary and short term only, there is almost no commit from

employees. Third, is the factor of lack of interest. This means job is so bored and employees will stay only when they don't have any other job. Finally, the fourth factor is about poor management which will results in ineffective of assigning the tasks and work assignments and unfair treatment of employees, and disrespect each individual employee. That will make most employees unhappy and want to quit the job as soon as possible. Job satisfaction for service employees can be measured in many different dimensions such as cognitive dimension, affective dimension, and behavior dimension.

Research Methodology

Fig. 1 the Process of Research

```
┌─────────────────────────────┐
│      Data Collection        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│      Data Analyzing         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│     Data Summarizing        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Discussion           │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        Conclusion           │
└─────────────────────────────┘
```

Findings

The findings of this study revealed that there is an important positive direct relationship between high job satisfaction and high performance to provide better services to customers. Moreover, the factors that have high impacts on job satisfaction of service employees included autonomy and independence, greater power of making decision, regular training, good communication in office, opportunities to travel abroad, and better working conditions. Important

suggestions from this study included provide regular trainings to improve services, conduct a survey of employees' wants and needs, and allow more flexibility of power to make decisions in office to employees, and provide a compliments and small rewards for high performance employees.

Suggestions

There are five suggestions from this study, this is because in general, there are top five aspects of job satisfaction of service employees that are vital to them. These are respects treatments for all level of employees, fair of pay, bonus, compensation, and benefits, regular trainings, job security, and trust between employees and management. First, job satisfaction will be high in the organization that treat their employees with respects and have a culture of taking care of each other. Second, job satisfaction will be high in the organization that have a policy that focus on fairness of payment, bonus, compensation, and benefits to all level of employees. Third, job satisfaction will be high in the organization that provide regular trainings for employees to catch up with modern change of globalization. Fourth, job satisfaction will be high for the organization that provide a clear policy of job security for their employees and make sure that employees are aware of this security. Finally, job satisfaction will be high for the organization that providing high trust between employees and high level of management. If employees can trust and depend on top management that they will protect their jobs and benefits, they will, in turn, work hard for the company and have high job satisfaction.

Acknowledgement

References

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

SATISFACTION OF QUALITY OF ONE STOP SERVICE

Miss Supaporn Jaisook & Asst. Prof. Chaithanaskorn Phawitpiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *supaporn.jai@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th

ABSTRACT

Campus service needs to provide a high standard of services to all, especially students. Service quality is one of the most valuable factors for the growth and profit of modern universities. One stop service was designed that customers can visit and finish their tasks at one location immediately with high standard quality of service. Therefore, in order to measure the level of satisfaction in the service quality, it is vital to use an acceptable SERVQUAL model which have five dimensions: reliability assurance, tangible, empathy, and responsiveness. The aims of this research study were to survey the level of satisfaction of students who use one stop service at Suan Sunandha Rajabhat University in five important dimensions as well as to offer some suggestions to enhance the standard service quality of the one stop service in campus. This research used a mix research method of both quantitative and qualitative research technique in order to obtain the results for the research questions and research objectives. A total of 100 students and 100 non-students who came for services at the one stop service at the first quarter of the year 2018 was interviewed with questionnaire and data collection was conducted to gain their experiences. About ten students and ten non-students who often came for the service at the one stop service was chosen to participate an in-depth interview to provide more information of how to improve service to meet with their expectation. Statistical analysis was performed by utilizing SPSS and Excel program. Percentage, mean, and standard deviation were used for statistical data analysis and findings. The findings of this investigation of the level of satisfaction revealed that the majority of students and non-students reported that they had a very high level of satisfaction on two dimensions of reliability, and assurance, while many students and non-students had a medium level of satisfaction on tangibles, empathy and responsiveness. Some suggestions from the in-depth interview showed that in general quality services were good but they also needed speed and flexible hours of services during the peak and rush hours.

Keyword: Students and Non-Students, One Stop Service, Standard Service Quality, SERVQUAL,
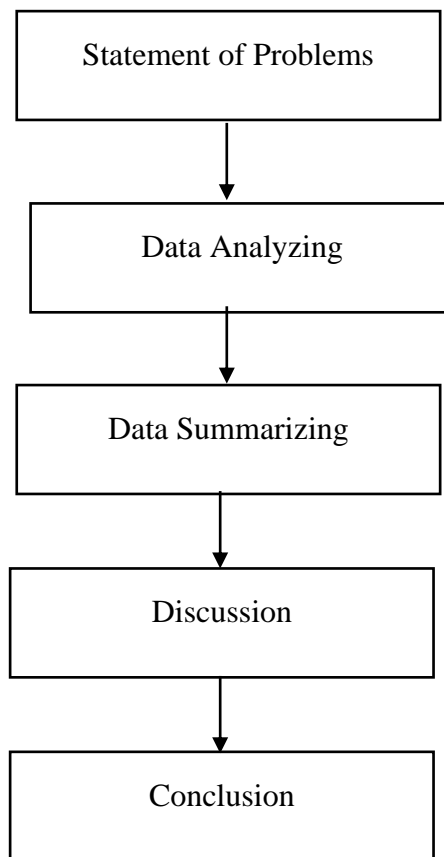
Introduction

One stop service is the heart of new workforce emerging to serve customers better which can provide an integrated array of a high service quality for a large organization to meet the needs of large group of customers every day. It is very important way to serve many customers with different functions at place and to endure high level of satisfaction. It is a perfect match of one stop service and the needs to provide high service quality of the university which must focus on customer satisfaction which can be measured by collecting many feedbacks from both direct and indirect customers of one stop service. In other words, it is a way of providing a range of related services in one place where customers can get all they need for many different kinds of services in just one stop. Suan Suanandha Rajabhat University initiated the one stop service in the main campus and then the same concept has spread into every faculty and every department to have their own one stop service which is a place where their main customers are students, staff, faculty members, and other stakeholders. However, the one stop service concept has gained the momentum and very popular for its customers and it is important to ensure that many one stop services on campus can maintain a high standard of service quality.

Research Methodology

In order to find the answers for this study, there are five process of research. First, it is important to setup statement of the problems. Then, the problems must lead to research questions and research objectives. Second, it is important to design research tools in order to perform data collection and gather data in a systematic way in order to conduct data analyzing by utilizing SPSS statistical programs. Third, it is important to conduct data summarizing of the findings. The findings must reveal what the research study aimed to discover. Fourth, it is important have a discussion of the findings from this study compared with other findings from other researches. Finally, it is important to reach conclusion of the research in order to add more body of knowledge in this particular area.

Fig. 1 the Process of Research

```
┌─────────────────────────────┐
│     Statement of Problems    │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│        Data Analyzing        │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│       Data Summarizing       │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│          Discussion          │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│          Conclusion          │
└─────────────────────────────┘
```

Findings

After the five steps of research process, the findings of this investigation of the level of satisfaction revealed that the majority of students and non-students reported that they had a very high level of satisfaction on two dimensions of reliability, and assurance, while many students and

non-students had a medium level of satisfaction on tangibles, empathy and responsiveness. Some suggestions from the in-depth interview showed that in general quality services were good but they also needed speed and flexible hours of services during the peak and rush hours.

A high level of satisfaction from its customers is one best way to measure the service quality that needs to be considered as a high level. There are some important questions that we can ask in order to determine the objectives of one stop service. What are the one stop service trying to achieve? What are the one stop service trying to preserve? What are the one stop service trying to improve? And what are one stop service trying to eliminate? The aim of these questions is to highlight the sometime complex interaction between decisions, actions, and outcome. A growth mindset is important for one stop service to cultivate in order to find better ways to improve the service quality of one stop service. With a growth mindset, one stop service will be more proactive in their management. Certainly, there were some mistakes in the past, but mistakes are part of the learning process. In the end, it is imperative to examine the satisfaction of customers who are walk-in customers using the many different kinds of services, asking and requesting information, require technical assistance, and many different needs. If their needs are met with quick, accurate, and high individual attention, customers will be reported high satisfaction of the service provided by one stop service. In order to measure the service quality, the SERVQUAL model by Parasuraman, Zeithaml, and Beery (1985) is utilized. There are five dimensions of SERVQUAL model. First, is tangible. It is appearance of physical facility, equipment, personal and the way communication happens in one stop service. Second is reliability dimension. It is the one stop service ability to perform service dependably an accurately. Third is responsiveness dimension. It is the one stop service willingness to provide prompt service. Fourth is assurance dimension. It is the one stop service competence of the service, creditability, and courtesy. Fifth is empathy dimension. It is the one stop service approach to understand customers' requirement.

Acknowledgement

References

Thomas Salzberger & Monika Koller "Cognitive Dissonance – Reconsidering an Important and Well-established Phenomenon in Consumer Research". 120

Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.19.

Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.20.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

SATISFACTION OF HOTEL GUESTS AT CAMPUS UNIVERSITY

Mr. Tawatchai Suphuan & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: tawatchai.su@ssru.ac.th and kevin.wo@ssru.ac.th

ABSTRACT

The hotel business is one of the most successful and lucrative service business in Thailand. One of the most significant measurements of the success of hotel business is guest or customer's level of satisfaction. Campus hotel is designed to accommodate mainly university guests and related customers. However, it is imperative to investigate if their guests have higher level of satisfaction or not and what could be done to improve the service quality as well as the modern facilities. The main objective of this study were to investigate the level of satisfaction from regular customers and university guests from their staying at campus hotel and to search for ways to improve the service quality to match with the needs of both regular customers and university guests. This was a mixed research of both qualitative and quantitative method. A five Likert scales questionnaire was designed and developed for the purposes of data collection. A total of 200 regular customers and university guests was interviewed with questionnaire. Whereas an in-depth interview was utilized to gain more insight information from 10 long-term customers who had a long experiences with the campus hotel. Statistical description and analysis was conducted by using SPSS program. Percentage, mean, and standard deviation were used for generating the major results. The result of this investigation revealed that the majority of both regular customers and university guests had a very high level of satisfaction in terms of price, food and beverages, management, service quality, and facilities. However, the improvement of the campus hotel was recommended in the areas of speed and stability of Wifi, noises of construction, and extremely limited parking space.

Keywords: Campus Hotel, Satisfaction, Regular Customers, Improvement

Introduction

Thailand has been famous for its hospitality and tourism. This is because the Thai way of services proved to be one of the best service quality in the world. The hotel business can be considered as one of the most successful and lucrative service business in Thailand. Nowadays, Thai hotels have to compete with both domestic and international chain hotels in terms of marketing, services, and prices. One of the most significant measurements of the success of hotel business is customer's level of satisfaction. Suan Sunandha Rajabht University is a higher education organization that has its own campus hotels. In fact, campus hotel is designed to accommodate mainly university guests and related customers. In addition, the hotel is allowed students to work as trainees and internships. However, it is imperative to have a detail study or to investigate if their guests have higher level of satisfaction or not and then, what could be done to improve the service quality as well as the modern facilities of the campus hotel.
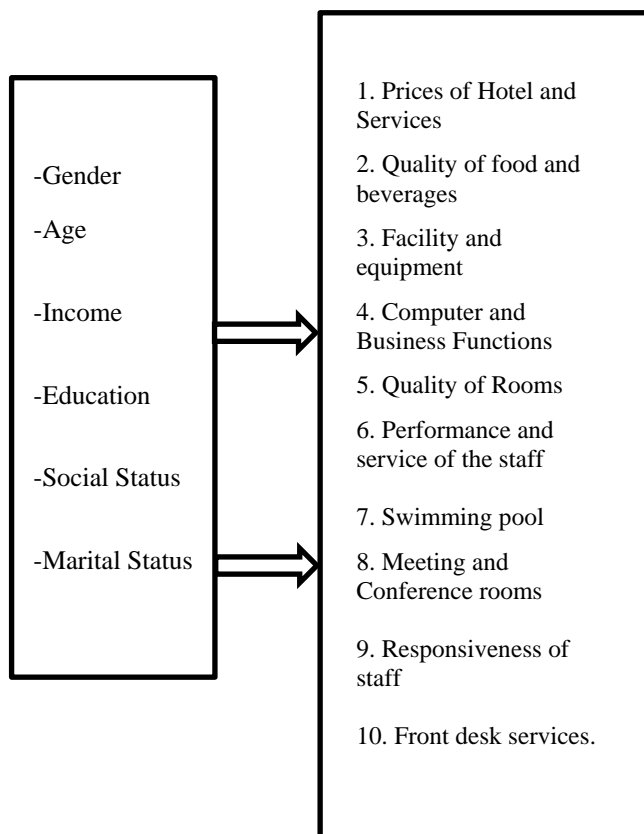
Research Methodology

There are five steps of the research process: research objectives, data collection, data analyzing, discussion & findings, and conclusion. The mixed research of qualitative and

quantitative method was conducted in order to find the results of this study. The independent variables are gender, age, income, education, social status, and marital status. Whereas the dependent variables are ten factors: prices of hotel and services, quality of food & beverages, facility and equipment, computer and business functions, quality of rooms, performance and services of staff, swimming pool, meetings and conference rooms, responsiveness of staff, and front desk services. The main purposes of this study were to examine and investigate the level of satisfaction from regular customers and university guests from their staying at campus hotel and to find the ways to improve the service quality to match with the needs of both regular customers and university guests. This was a mixed research of both qualitative and quantitative method. A five Likert scales questionnaire both Thai and English was designed and developed for the purposes of data collection. By using Taro Yamane sampling method, about 400 samples was required. However, due to limited budget and time constraints, a total of 200 regular customers and university guests was used for this study and then was interviewed with questionnaire. Moreover, an in-depth interview was utilized to obtain more insight information from 10 long-term customers who had a long experiences staying with the campus hotel at Suan Sunandha Rajabhat University. Statistical description and analysis was conducted by using SPSS program. Percentage, mean, and standard deviation were used for generating the major results. The research framework is shown as follow:

Research Framework

Independent Variables

Dependent Variables

-Gender

-Age

-Income

-Education

-Social Status

-Marital Status

1. Prices of Hotel and Services

2. Quality of food and beverages

3. Facility and equipment

4. Computer and Business Functions

5. Quality of Rooms

6. Performance and service of the staff

7. Swimming pool

8. Meeting and Conference rooms

9. Responsiveness of staff

10. Front desk services.

Findings

The findings from table 1, was the responses of 200 regular customers and university guests which was interviewed with questionnaire. The respondents had rated the factor of "Prices of hotel and services" as the number one of their satisfaction with a mean of 4.76 and standard deviation of 0.7909. The respondents had rated the factor of "Quality of food & beverages" as the number two of their satisfaction with a mean of 4.62 and standard deviation of 0.7870. The respondents had rated the factor of "Performance and services of staff" as the number three of their satisfaction with a mean of 4.59 and standard deviation of 0.6650. The respondents had rated the factor of "Facilities and equipment" as the number four of their satisfaction with a mean of 4.48 and standard deviation of 0.8726. The respondents had rated the factor of "Responsiveness of staff" as the number five of their satisfaction with a mean of 4.46 and standard deviation of 0.7314. The respondents had rated the factor of "Front desk services" as the number six of their satisfaction with a mean of 3.89 and standard deviation of 0.9987. The respondents had rated the factor of "Computer and business functions" as the number seven of their satisfaction with a mean of 3.77 and standard deviation of 0.5692. The respondents had rated the factor of "Meetings and conference rooms" as the number eight of their satisfaction with a mean of 3.56 and standard deviation of 0.9001. The respondents had rated the factor of "Quality and function of rooms" as the number nine of their satisfaction with a mean of 4.43 and standard deviation of 0.8911. The respondents had rated the factor of "Swimming pool and activities" as the number ten of their satisfaction with a mean of 3.33 and standard deviation of 0.7510. Moreover, the respondents has rated the overall satisfaction with a mean of 4.08 and standard deviation of 0.7957.

TABLE I

LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Prices of hotel and services	4.76	.7909	1
2. Quality of food & beverages	4.62	.7870	2
3. Performance and services of staff	4.59	.6650	3
4. Facilities and equipment	4.48	.8726	4
5. Responsiveness of staff	4.46	.7314	5
6. Front desk services	3.89	.9987	6
7. Computer and business functions	3.77	.5692	7
8. Meetings and Conference rooms	3.56	.9001	8
9. Quality and functions of rooms	3.43	.8911	9
10. Swimming Pool and Activities	3.33	.7510	10
Overall	4.08	.7957	

Suggestions

There are three important suggestions from this study to provide the improvement of the campus hotel in order to increase the level of satisfaction. The first suggestion is about the need for improvement of speed and stability of wifi in some areas of the hotel. The wifi system is good at the hotel's lobby and restaurants but there is a weak signal in some rooms and areas. Second, there is a noises of construction around the campus and management should try to reduce the noises at some important of meetings and conferences or early in the morning. Finally, the problems of limited parking is an ongoing problems that needs to have some shutter buses for the convenient of customers.

Acknowledgement

goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.

Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction",

    Journal of Marketing Research, 2(8), 244-249.

Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer

    Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.

PARTICIPATION LEVEL OF STUDENTS IN COMPUTER LABS

Mr. Thanachat Aekkachat and Miss Narumon Chomchom

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *thanachai.ae@ssru.ac.th, **narumon.ch@ssru.ac.th*

ABSTRACT

Class participation in computer labs in one of important measurement to improve their learning process. The class evaluation in computer labs include preparation, discussion, content, participation, and peer collaboration. In fact, there are variety of learning process in computer labs to provide students with many avenues for academic growth, social and personal growth. Suan Suandha Rajabht University provides many kinds of ways to improve participation rate in computer labs and training that aims to promote student learning social skills as well as practice of leadership, self-responsibilities. Students' participation rate is so necessary for their learning process.

The main purposes for this research study were to investigate the students' participation and satisfaction in computer labs and training, this was an important case study of students in Suan Sunandha Rajabhat University and to provide some guidelines to improve students' participation rate. This research study was conducted with the use of a qualitative research method via the using an in-depth interview and small focus group of target students in computer labs. A total of 30 students who regularly engaged of the computer labs during the semester 2 of the year 2017. About 15 female students and 15 male students from various departments were chosen from the population of students who were using computer labs for learning and training and willing to participate and provide information in the in-depth interview. The findings of this study revealed that students' participation would be high if students understand the five objectives of the computer labs training which included stay focus at all times, have appropriate supplies of learning kits on hand, provide feedback of the class, use the links and applications provided, and continued works at home in assignment topics. However, the overall level of participation of students who had a high involvement in campus activities at Suan Sunandha Rajabhat University was reported as having a high level of their grade average. There was a positive level of high participation and high grade level.

Keyword: Students' Participation, Computer Labs, Satisfaction Level, Learning and Training

Introduction

Participation of students in the computer labs are major consideration in developing the computer and software knowledge of the students of Suan Sunandha Rajabhat University. Making the full participation as the requirement for using and learning at computer labs is important for students to improve their academic knowledge and increase their necessary skills for their future career. In fact, the measurement of students' satisfaction can be used to certain classes. Higher education students were considered to be the primary customers for university. At Suan Sunandha Rajabhat University, they are required to study basic computer to enhance their basic knowledge and improve their computer skills in various ways. Many higher educations and institutions often view that computer labs facilities of high standard as a very important factor to students' key of success. In fact, high level of participation often leads to high level of satisfaction. In order to create high level of satisfaction among students who often use computer labs, it is vital to create high level of participation and attention in the computer labs from students.

In order to determine the level of class participation in the computer labs, it is necessary and important to understand the objectives of using computer labs in the perspectives of students. Many students have their own computer at home and use computer labs mainly for their formal training of some classes. They don't require to use computer labs for homework or assignment as much as the students a decade ago. The objective of using the computer labs has shift from the

past to present day due to the fact that nowadays students own their personal computer and tablet. They often acquire their skills and knowledge from friends and from self-study more than from the classroom. The level of proficiency comes from using computer for games and entertainment rather than for academic improvement. Therefore, it is hard but important to make these students to have full participation in the computer labs. Students must be convinced that high level of participation will benefit them both short term and long term. The short-term gain might be high grade and high marks on attendance and the long-term gain might be the academic knowledge of necessary information technology for their future work and career success. Class participation in computer labs can be considered as one of the most important measurements to improve their learning process during their college years. The class evaluation and assessment in computer labs include preparation, discussion, content, participation, and peer collaboration. In fact, there are variety of learning process in computer labs to provide students to enhance their knowledge and skills with many avenues for academic growth, social and personal growth. The computer labs of Suan Suandha Rajabht University provide many kinds of ways to increase participation rate in computer labs and training that aims to promote student learning social skills as well as practice of leadership, self-responsibilities. Students' participation rate is so necessary for their learning process and ensure their high standard of knowledge and have ability of information technology to work successfully in their future career.

Research Methodology

In order to find the answers for this research questions, there are five steps of conducting this research: set up statement of the problems and research objectives, conduct data collection and data analyze, sum up the findings, make conclusion and suggestions, finally to present the findings. The main objectives for this research study were to both examine and to investigate the students' participation and satisfaction in computer labs and training, this was an important case study of students in Suan Sunandha Rajabhat University and to provide some guidelines and important suggestions to improve students' participation rate. In order to find the result of this research study, it is important to choose the proper method of research. This research was conducted with the use of a qualitative research method via the utilization of an in-depth interview and small focus group of target students who were main users of the campus computer labs. In fact, about 30 students who regularly engaged of the computer labs during the semester 2 of the year 2017 were randomly chosen to be in sample group. A total of 15 female students and 15 male students from various faculties or departments were chosen from the whole population of students who were using computer labs for learning and training and students must show their willingness to participate and provide information in the in-depth interview. The main results must come from the students' perspective and experiences.

Findings

From table 1, there are five important factors that can help to increase participation level in the classroom of computer labs. These factors are extra credits and chance to earn good grade, modern facilities and computer equipment, quality of method of teaching and learning, proper interaction of trainers and students, and the knowledge and skills gained from the computer room.

TABLE I
FACTORS TO INCREASE PARTICIPATION LEVEL

Factors	Rank
1. Extra Credits and chance to earn good grade	1
2. Modern facilities and computer equipment	2
3. Quality of method of teaching and training	3
4. Proper interaction of trainers and students	4
5. The knowledge gained from the training room	5

The findings of this study revealed that students' participation would be high if students understand the five objectives of the computer labs training which included stay focus at all times, have appropriate supplies of learning kits on hand, provide feedback of the class, use the links and applications provided, and continued works at home in assignment topics. However, the overall level of participation of students who had a high involvement in campus activities at Suan Sunandha Rajabhat University was reported as having a high level of their grade average. There was a positive level of high participation and have better grade level.

Acknowledgement

References

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer

Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the 119

Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to*

Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs. American Society for Qualit, p.47.

Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to*

creating, conducting, analyzing, and reporting customer satisfaction measurement programs. American Society for Qualit. p.47.

Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise

Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.

Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and

Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.

Thomas Salzberger & Monika Koller "Cognitive Dissonance – Reconsidering an Important and

Well-established Phenomenon in Consumer Research". 120

Extracted from http://pdfcast.org/pdf/cognitive-dissonance-reconsidering-an-important-and-well-established-phenomenon-in-consumer-behaviour-research. Last accessed on 23.06.2010.

Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer

Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a

Comparison Standard in Measuring Service Quality: Implications for future Research",

Journal of Marketing, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.

BUSINESS IMPROVEMENT AND CUSTOMER SATISFACTION

Miss Thanutsikarn Thnakitchanan & Dr. Komson Sommanawat

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: thanutsikarn.th@ssru.ac.th and komson.so@ssru.ac.th

ABSTRACT

The direct and indirect link between business improvement and level of customer satisfaction is vital to the management and shareholders. Business improvement implies the success of volume of sales, total sales, total revenues, and total profit. High customers' satisfaction in general implies that there will be a repeated purchase of goods and services and the recommendation of the purchase to other customers. The objectives of this research were to investigate the direct and indirect effects of business improvement from customer satisfaction as well as to understand the behavior of customers in their purchasing and repurchasing. This was a qualitative research study which was conducted by utilizing an in-depth interviewing with 30 participants from three different groups: customers, managers, and professor of business management. The use of small focus groups help to gain insight information and purchasing decision making. Statistical analysis was conducted by using both Excel program and SPSS program. Frequency, percentage, mean, and standard deviation, and t-test were used for both data collection and data analysis. The result of this investigation revealed that the majority of participants agreed that there were both positive direct and positive indirect link between business improvement and customer satisfaction. The positive direct link between business improvement and customer satisfaction included more customers, more business activities and transactions, and more total sale volumes. Whereas the positive indirect link between business improvement and customer satisfaction included more new customers and new account, better business image, and higher profit

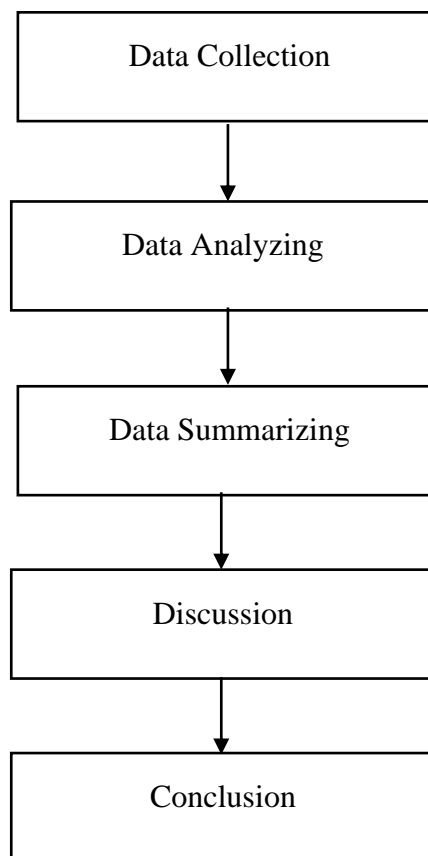**Keywords:** Business Improvement, Customer Satisfaction, link, Profit

Introduction

Nowadays, it is important to implement the business improvement for every organization is ensure to the success of organization in all industry in Thailand in which business improvement for both small business and large business organization itself has been so vital to the expansion of Thai economy for many decades, and certainly will be more important in the near future. Business improvement and cost reductions help to improve profitability and to create more job opportunity and local employment. Also, the cost reduction will help Thai goods to be more competitive and to increase export and decrease import and bring foreign currencies to stimuli and expand the Thai economy. Business improvement and cost reduction are one of the most important factors that can help to attract both new customers and returning customers to purchase and repurchase many goods and services in Thailand due to its cheap prices and many available standard of quality. In general, the standard quality of Thai goods and services has been known for being the best among the ASEAN countries. Business improvement and cost reduction have been increasingly referred to as a major key ingredient of a business and in differentiating and building a competitive edge in Thai industry. Many improved goods and services are known to offer a high level of satisfaction based on international customers' experiences where low cost does not mean low quality of service at all. In general, positive customers' experience often lead to a positive comment of satisfaction

which, in turn, reveals a high demand and a willingness to purchase and repurchase of the same goods and services again and again. In addition, it is more likely for happy customers to suggest or to recommend other customers about what many different kinds of positive experience they gain.

Research Methodology

The process of this research included five important steps: data collection, data analyzing, data summarizing, discussion, and conclusion. In order to find the answers for the research questions, it is important to use the proper method. This was a qualitative research study and tri-angular method of focus group was chosen to be the main research method. It is necessary to conduct by utilizing an in-depth interviewing with 30 participants from three different groups: customers, managers, and professor of business management. The use of small focus groups help to gain insight information and purchasing decision making. Statistical analysis was conducted by using both Excel program and SPSS program. Frequency, percentage, mean, and standard deviation, and t-test were used for both data collection and data analysis.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│    Data Summarizing     │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
              │
              ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

Findings

From a long conversation with focus group and long discussion of this investigation, the findings revealed that the majority of participants agreed that there were both positive direct and positive indirect link between business improvement and customer satisfaction. The positive direct link between business improvement and customer satisfaction included more customers, more business activities and transactions, and more total sale volumes. Whereas the positive indirect link between business improvement and customer satisfaction included more new customers and new account, better business image, and higher profit

Customers' satisfaction is essential for the exportation of Thai goods and services to ASEAN nations and it is highly promoted by the Thai government to export to ASEAN nations to expand market shares and increase their Gross Domestic Products every year. This is because exportation from some industries such as cloths and auto parts that can bring large revenues with less cost than other industries. The single market of ASEAN nations is considered as the most important industry that can generate the gross domestic products for Thailand about by 5 to 10 percent faster than any other reginal economy. This is because exportations to ASEAN nations often a leading in creating jobs and bringing foreign currencies into Thai economy. Many studies have revealed that the emergence of business improvement is often associated with the satisfaction and loyalty of international customers in the long run due to its low cost and good service quality. The relationship of low cost goods and services as well as the growth of exportations has been determined and found that positively associated with the growth of business improvement and exportation in the long run. The next important question is how to properly promote the growth of business improvement?

Acknowledgement

References

Reimer A. & Kuehn R. (2005). 'The impact of servicescape on quality perception', European

Journal of Marketing, 39 (7/8). 785-808, Emerald Group Publishing Limited. [Online]. DOI: 10.1108/03090560510601761 (Accessed: 12.05.2010)

Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant* Quarterly,

40 (1) pp. 40-46, Sage Publications. p.42.

Teery G. Vavra (1997). Improving your measurement of customer satisfaction: a guide to

creating, conducting, analyzing, and reporting customer satisfaction measurement

programs. American Society for Qualit. p.47.

Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management,* 21(9): pp.908-926.

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

FACTORS ENHANCEMENT OF MODERN ORGANIZATION
MANAGEMENT OF NAKORN PATHOM PROVINCE

Miss U-sa Tevarattikal & Dr.Bundit Phrapratanporn

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *u-sa.te@ssru.ac.th, **preecha.po@ssru.ac.th

ABSTRACT

The objective of this research were to study factors enhancement of modern organization management of Nakorn Pathom province and to study the relationship between factors enhancement and the management of modern organization of Nakorn Pathom. The population of this research included 911,492 people in Nakorn Pathom province. Sample group was calculated by using Krejcie and Morgan to obtain 380 respondents. Accidental sampling was conducted and data collection was performed by using questionnaire. The majority of respondents were female with the age between 26-35, having undergraduate level of education and had personal business. Factor enhancement of modern organization management of Nakorn Pathom province was rated at a high level. When evaluated in detail, personal mastery was rated as number one, and then, mental models, shared vision, team learning, system thinking. However, the management of modern organization was rated with a high level. When evaluated in detail, learning was rate as number one, and then, organization, people, knowledge, and technology.The relationship between factors enhancement and the management of modern organization of Nakorn Pathom province was positive with the statistical significance of 0.01, and 0.05. Also, the overall prediction power of the modern organization management was 87.39 percent and the adjusted R^2 was 0.971 with the standard errors of 0.05460 which can be written as the regression analysis equation as

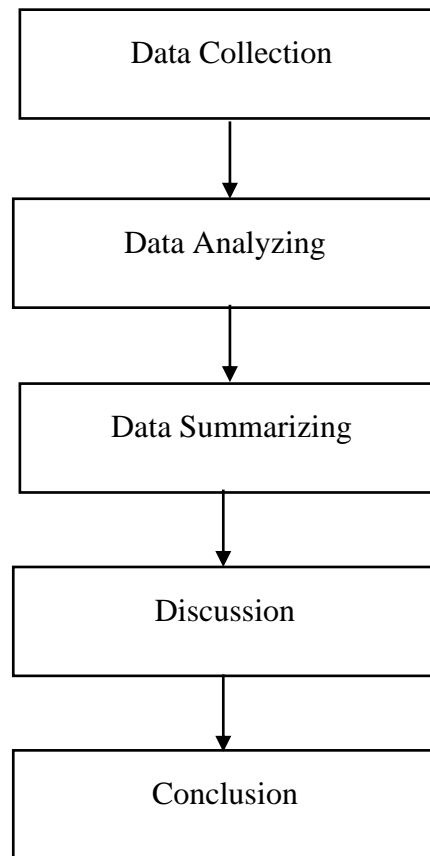$$Y_{tot} = .870 + .721(X_{tot}) + (-).155(x_1) + .216(x_2).108(x_4)$$

Keyword: Factors, Organization Management, Norkorn Pathom, Technology

Introduction

For the last two or three decades, the Thai social and economy have been developing and improving. There are many new and important management techniques that want to prepare human capitals for many important modern organizations. In the modern globalization, business organization is one of the most success industry of Thailand. It is, in fact, many modern business job that requires the ability to communicate in English, trained personality, and highly beauty of physical proportion and most important to understand the acumen of business management. In fact, the business organization often require the strengths in many different skills, knowledge, and experiences. It is important to know that there are many factors of success and factor of enhancement including personality development, business acumen, service mind, and communication skills. For example, ability to communicate in English and other languages such as Chinese, Japanese, and Islamic languages is so vital to the success of modern organizations. The objectives of enhancement of human capital means business organization is to hire talented employees, train them, and empower them to perform their duties which is the key of success. This is because modern business and industry must rely on high performance human resources to drive

their high performance business forward, foster good teamwork, think strategically, and delivering a high standard of quality and results. Moreover, many researchers and experts in the business organizations have agreed and have suggested three important techniques.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│    Data Summarizing     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

Research Methodology

The purposes of this research were to investigate factors enhancement of modern organization management of Nakorn Pathom province and to examine the relationship between factors enhancement and the management of modern organization of Nakorn Pathom. The population of this research included 911,492 people in Nakorn Pathom province. Sample group was calculated by using Krejcie and Morgan to obtain 380 respondents. Accidental sampling was conducted and data collection was performed by using questionnaire. This study utilized mainly a method of quantitative method. An English Likert five scales was designed and developed to elicit the information from sample group. By distribute all envelops with questionnaire to 380 samples and expected to receive the returned mails by four weeks. The content of validity was tested by using experts who had a long experiences in airline business and industry to read and approve the questionnaire. The content of reliability was tested with the pilot study of 30 target samples and

utilizing Cronbach's Alpha Coefficient. All the question is expected to pass at least 0.75 of Cronbach's Alpha coefficient. Statistical analysis was performed by using mean and standard deviation.

Findings

The findings of this research study revealed that, in order to reduce the gender effects, male and female samples have been collected in the same proportion, or 50:50 respectively. The majority had at least one year of experience in working at modern organization. The majority of respondents were interested in improving themselves and often seek for more information later. The majority of respondents were female with the age between 26-35, having undergraduate level of education and had personal business. Factor enhancement of modern organization management of Nakorn Pathom province was rated at a high level. When evaluated in detail, personal mastery was rated as number one, and then, mental models, shared vision, team learning, system thinking. However, the management of modern organization was rated with a high level. When evaluated in detail, learning was rate as number one, and then, organization, people, knowledge, and technology. The relationship between factors enhancement and the management of modern organization of Nakorn Pathom province was positive with the statistical significance of 0.01, and 0.05. Also, the overall prediction power of the modern organization management was 87.39 percent and the adjusted R^2 was 0.971 with the standard errors of 0.05460 which can be written as the regression analysis equation as

$$Y_{tot} = .870 + .721(X_{tot}) + (-).155(x_1) + .216(x_2).108(x_4)$$

TABLE I

Factors of Enhancement

	Mean	S.D.	Rank
Level of Importance in each factor.			
1. Personal Mastery	4.63	0.958	1
2. Mental Model	4.54	0.878	2
3. Shared Visions	4.36	0.980	3
4. Team Learning	4.24	0.891	4
5. System Thinking	4.15	0.845	5

Table 1 revealed the important perspectives respondents about the factors enhancement of business organizations as follows: 1) the respondents overall rated "Personal Mastery" as the number one factor of enhancement with a mean of 4.63 and 0.958 SD. 2) the respondents overall rated "Mental Model" as the number two factor of enhancement with a mean of 4.54 and 0.878 SD. 3) the respondents overall rated "Shared Vision" as the number three factor of enhancement with a mean of 4.36 and 0.980 SD. 4) the respondents overall rated "Team Learning" as the number four factor of enhancement with a mean of 4.24 and 0.891 SD. 5) the respondents overall rated "System Thinking" as the number five factor of enhancement with a mean of 4.15 and 0.845 SD.

Future Studies

The limitation of this research paper was the sample group which included undiversified groups of sample in Bangkok. It should include other sample from outside Bangkok and its vicinity which may not represent opinions from a variety of sample outside Bangkok, Thailand. Hence, the findings may not be generalized properly. Therefore, future research should use a proportion sampling technique with a diverse group of sample all over Thailand. Moreover, future studies should use more in-depth interviews to find the reasons behind their interest in factor of enhancement.

Acknowledgement

References

Mohsin Asad; Ryan Chris (2005). "Service Quality Assessment of 4-staf hotels in Darwin, Northern Territory, Australia. (Buyers Guide)", *Journal of Hospitality and Tourism management*, April 01, 2005.

Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.

Rooma Roshnee Ramsaran-Fowdar (2007), "Developing a Service Quality Questionnaire for the Hotel Industry in Mauritius", *Journal of Vacation Marketing*; Jan. 2007, Vol.13, No.1,p.21.

Teas, K.R. (1994), "Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment", *Journal of Marketing*, Vol.58, Jan, pp.132-139.

Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services",

Managing Service Quality, Vol.15, 3, p.263.

Rooma Roshnee Ramsaran-Fowdar (2007), "Developing a Service Quality Questionnaire for the
Hotel Industry in Mauritius", *Journal of Vacation Marketing*; Jan. 2007, Vol.13, No.1,

Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". *The Best on
Quality*. 7: 165.

Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer
Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.

Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a
Comparison Standard in Measuring Service Quality: Implications for future Research",
Journal of Marketing, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between
Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems
of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A
Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems
of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs
Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University,
Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in
Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics.
Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs
Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University,
Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in
Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics.
Scientific Economic Journal. No 6 (180) 2016.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of
customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21
No.1, p.4.

EMPLOYEE MORALE IMPROVEMENT

Miss Wantana Chingwungtakor and Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: *wantana.ch@ssru.ac.th, **kevin.wo@ssru.ac.th

ABSTRACT

Employee morale improvement is vital to the success of the modern organizations. It is often accepted as an important factor that have a direct effect on productivity, increase level of satisfaction in workplace, and less absents. Hence, it is imperative to search for ways to boost employee morale. Employee morale related to job satisfaction, outlook, and feeling good with the working conditions. The objectives of this research were to investigate the factors that positively and directly had an effect on employee morale improvement as well as to investigate whether there was a direct connection between employee moral improvement and level of productivity. The population of this study included all employees at Suan Sunandha Rajabhat University who were working during the first quarter of 2017. This study was conducted mainly with the technique of quantitative research. The sample group included 100 employees who were willing to answer the interview questions and provide their comments and feedback. A five Likert scales of questionnaire was developed as research tool. Data collection and data analysis were conducted with the use of SPSS program. Tabulation, mean, and standard deviation, and ANOVA were utilized as statistical description and analysis. The findings of the research revealed that there were many factors that could improve the employee morale such as teamwork, fun related activities, positive communication, and games to build rapport, and rewards & recognitions. In additions, the majority of respondents agreed the high morale had positive effects on their productivity, level of satisfaction, and look forward to coming to work every day.

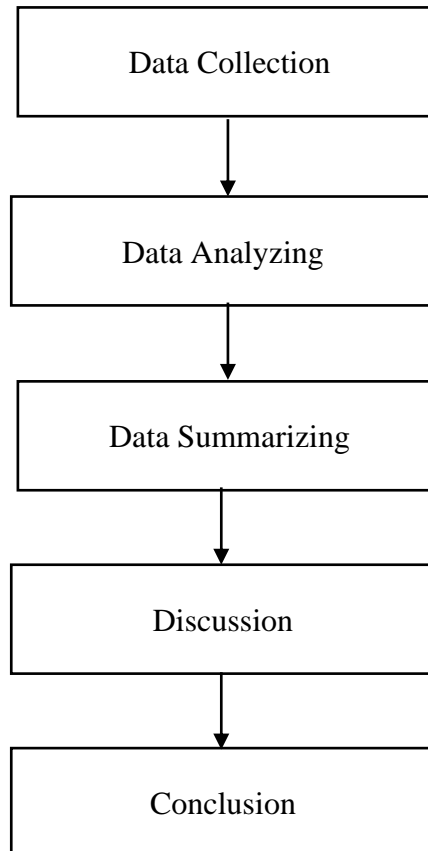**Keyword:** Morale, Productivity, Teamwork, Positive Effects

Introduction

Employee morale improvement is widely acceptable to be one of important factors to boost up employee's productivity, satisfaction, and happiness. In fact, if employees have to drag themselves into work, this means these employee morale need to be boosted. In general, the low employee morale are known to negative effects of poor teamwork, low level of cooperation, low productivity, high absents, and increased turnover. In the end low employee morale will lead to the unable to achieve the goals and objectives of the organization. However, employee moral can be quickly improve or build up with the right technique and the right timing. An effective leader must pay heed to employee morale improve to be able to the challenged goals and objectives of the organization. There are many important techniques that can enhance employee morale. For example, employees want to feel that their work assignment are important for the organization and have been a strong link of the organization's success. It is important to recognize what organization have been achieved and helps employees to feel appreciate about how much they have done, about their high degree of cooperation, and about how much they have been sacrificed for the company. Moreover, it is increasingly important to allow employees to pursue projects or work assignments that they have a high passion about. This is because personal project can provide more energy and more attention to both employees and the success of the project itself. Also, it is necessary to train and create environment of positive attitudes. Positive attitude means the way to looking for opportunities in every work assignments and projects. For instance, how to do the work assignments and projects better with low costs and high quality. Finally, it is important that there

should be fun in doing the work assignments and projects. Fun itself can reduce stress and entertainment way of doing work can make the hardest jobs enjoyable.

Research Methodology

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│     Data Collection     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Analyzing      │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Summarizing    │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

Findings

The findings of the research revealed that there were many factors that could improve the employee morale such as teamwork, fun related activities, positive communication, training to build rapport, and rewards & recognitions. In additions, the majority of respondents agreed the high morale had positive effects on their productivity, level of satisfaction, and look forward to coming to work every day.

TABLE I
LEVEL OF IMPORTANCE

	Mean	S.D.	Rank
Factors			
1. Teamwork and cooperation	3.98	.5951	1
2. Fun related activities	3.72	.7730	2
3. Positive communications	3.68	.9352	3
4. Training to build rapport	3.48	.9863	4
5. Rewards and recognitions	3.36	.8934	5
Overall	4.	.	

Suggestions

From this study, there are two suggestions to develop employee morale improvement in the organization with all employees of Suan Sunandha Rajabhat University. First, it is important to build good relationship within the team of Suan Suandha Rajabhat University. Since teams run on trust and team members need strong personal and positive relationship. In particular, strong relationship will help to boost up employee morale. To build trust on team and improve morale, the positive group interaction, dedicate a communication channel, and paired team members and other techniques are encouraged to do in the office and among the team members. Second, it is important to build a good and positive communication system in the organization and foster open mindedness in the organization. Team leader has an important role to create work environment that allow each employee to contribute fully and positively. Along the way, it is a need to bond team members to the organization's purposes, establish shared norms, and reduce disagreements. Encourage the team members to reduce conflicts and follow the rules and regulation without bias, and use social norms to improve employee morale that benefits all in the organization. Build strong relationships on the team is the best way and the economical way to develop the employee morale improvement and will help them engage valued team members who might otherwise feel marginalized by the group.

Acknowledgement

References

Bilsen Bilgili & Sevtap Ünal (2008). "Kano Model Application for Classifying the Requirements of University Students", MIBES Conference. pp.31-46.

Barbara Everitt Bryant & Claes Fornell (2005). "American Customer Satisfaction Index, Methodology", *Report*: April, 2005.123

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Qualit. p.12.

Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.

Halir Nadiri & Kashif Hussain (2005) "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15. No.3.

Zeithaml, V.A. Berry, L.LO. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.

Halir Nadiri & Kashif Hussain (2005) "Diagnosing the Zone of Telerance for Hotel Services", *Managing Service Quality*, Vol.15. No.3.

Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.

Cronin, J. and Taylor, S. SERVPERF versus SERVQUAL (1994). "Reconciling performance based and perceptions minus expectations measurement of service quality", *Journal of Marketing*, Vol.58, No.1.

Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.

Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". *The Best on Quality*. 7: 165.

SATISFACTION OF STAFF IN CAMPUS ACTIVITIES

Mrs. Warunee Eakphan and Asst. Prof. Chaithanaskorn Phawitpiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *warunee.ea@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th*

ABSTRACT

Campus activities are for students but generally closed supervised by faculty staff and faculty members. Therefore, staff satisfaction is an important measurement which is based on their experiences on a particular service encounter. It can be thought that staff satisfaction is the overall evaluation of service experience of students and staff based on their experience of campus activities. In fact, staff satisfaction in providing service to students is an attitude which can be positive or negative based on individual experience. The focus of the study was on the insight information offered by staff who were closed supervised campus activities. The objectives of this research were to survey the level of satisfaction of staff who provide campus activities in Suan Sunandha Rajabhat University and to search for the methods to ameliorate the level of satisfaction of these staff. This was a qualitative research method by utilizing an in-depth interview and small focus group of target staff. A total of 20 staff who directly involved with campus activities for semester 1 of the year 2018. About 10 female staff and 10 male staff were chosen from the pool of staff who were willing to participate in the in-depth interview.

The results of this discussion revealed that there were four important factors that had impacts on satisfaction of staff who provided direct service on campus activities. These factors included proper funds, quality of equipment and facilities, authority to make decision, and flexible time and schedules for staff and students. However, the overall level of satisfaction of staff who provided direct services on campus activities at Suan Sunandha Rajabhat University was reported as a high level of satisfaction with a mean of 4.82 and SD of 0.9971.

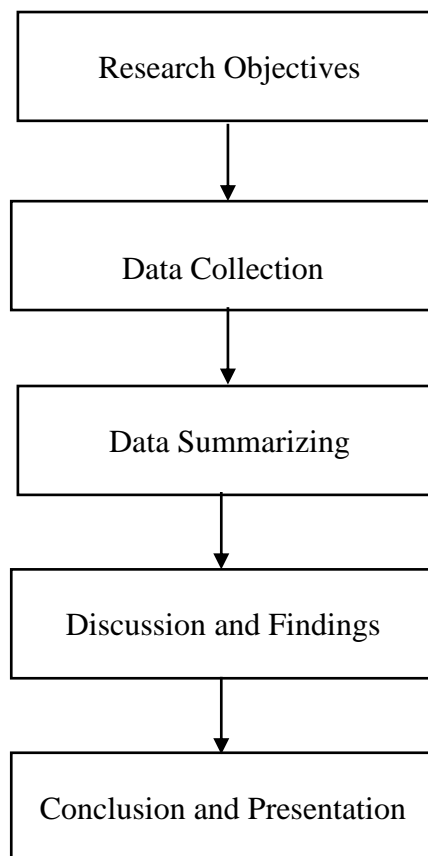**Keyword**: Campus Activities, Staff, Students, Empowerment

Introduction

Nowadays, there are many different kinds of Campus activities such as academic, civic engagement, cultural, leisure, recreation and sport, religions, sport, and student-run events. In fact, student activities in campus are generally designed to promote students to get more involvement with other students, staff, and faculty members in campus as well as to offer students with the opportunities in leadership, volunteerism, teamwork, and student employment. In the campus of Suan Sunandha Rajabht University, campus activities are typically supervised and overseen by Vice President of Student Affairs. Campus activities are developed and sustainable for mainly students but it was generally closed supervised by faculty staff and faculty members and also management of the organization. Then, staff satisfaction is a vital key of measurement which is based on their long experiences on a particular service and activities encounter. It often reported that staff satisfaction is the major overall evaluation of service experience of students and staff based on their experience of campus activities. In fact, staff satisfaction in providing service to students is an attitude which can be positive or negative based on individual context, judgement, and experience. Therefore, it is important for the researcher to investigate this topic in detail to provide an insight information to the students, staff, faculty, and management level of Suan Sunandha Rajabhat University.

Research Methodology

The process of this study has followed the five steps of research method. First, is to come up with the research objectives in order to prepare to search for the answers for this objectives. Second, is to utilize the research tools for data collection and then by utilizing the statistical programs for data analyzing. Third, is to make an important summary of findings. Fourth, is to have a discussion of the findings compared with other researches' findings. Finally, is to make a conclusion or this research study. The aims of this research were to investigate the level of satisfaction of staff who provide campus activities in Suan Sunandha Rajabhat University and to search for the methods to enhance the level of satisfaction of these staff. This study was a qualitative research method by utilizing an in-depth interview and small focus group of target staff. About 20 staff members who directly involved with campus activities at Suan Sunandha Rajabhat University campus for semester 1 of the year 2018. In additions, about 10 female staff and 10 male staff were chosen from the pool of staff who were willing to participate in the in-depth interview.

Fig. 1 the Five Steps of Research

```
┌─────────────────────────────┐
│     Research Objectives      │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│       Data Collection        │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│       Data Summarizing       │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│    Discussion and Findings   │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│  Conclusion and Presentation │
└─────────────────────────────┘
```

Findings

The findings of this research study revealed the fact that there were four important factors that had impacts on satisfaction of staff who provided direct service on campus activities. These important factors included proper funds, quality of equipment and facilities, authority to make decision, and flexible time and schedules for staff and students. Moreover, the overall level of satisfaction of staff who provided direct services on campus activities at Suan Sunandha Rajabhat University was reported as a high level of satisfaction with a high mean of 4.82 and the standard deviation value of 0.9971.

There were many campus activities. The example of academic activities include clubs and teamwork that focusing on scholarly endeavor such English Club and Mathematical Club. The example of civic engagement activities include some positive activities for social changes and movement such as Plant a tree and Green Environment. The example of cultural activities include traditional culture of Thailand such as Songkran festival and Christmas season. The example of leisure activities in campus include many hobbies activities such as Photo Club and Cooking club. The example of recreation activities in campus include activities that focus on entertaining such as Dance Club and Sport Tournament. The example of religion activity in campus include Muslin group for doing good things and Buddhist Student Association. Finally, the example of student-run activities in campus include many activities generated by students such as concerts, student body election, and many special events.

Acknowledgement

References

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Qualit.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Qualit, p.47.

Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Qualit. p.47.

Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management,* 21(9): pp.908-926.

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison BetweenLow-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programsDevelopment: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University,Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

ASEAN CAMP AND ENGLISH IMPROVEMENT

Miss Wipada Sagsawang & Asst. Prof. Ladda Hirunyava

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: wipada.sa@ssru.ac.th and ladda.hi@ssru.ac.th

ABSTRACT

Nowadays the quality of education services provided by higher institutions is extremely important for students. There are many different kinds of English training classes that aim to enhance English communication skills. ASEAN camp was one of the camp organized by Suan Sunandha Rajabhat University to provide ASEAN knowledge and English skills improvement. Hence, it is imperative to measure the progress of students' English improvement. The objective of this study were to investigate the level of English improvement of students who participated in ASEAN camp at Hua-Hin and to investigate their level of satisfaction with the activities and programs planned for them at Hua-Hin ASEAN camp. Since this was a qualitative research, data collection was conducted through an in-depth interview and focus group of 20 students, both male and female students equally divided. The study focused on three dimensions of English improvement which were speaking, listening, and writing which was designed for students to use in the ASEAN camp. A total of 20 students were asked to compare before and after the ASEAN camp of their ability to use English and the differences between before and after the ASEAN camp. Respondents of 20 students provided the insight information that they believed they had make a progress of English communication due to the three significant features of the ASEAN camp training which were fun activities, team building, and friendly and knowledgeable trainers. The overall level of satisfaction was very high and students were either willing to come back to train again or willing to tell their friends about the positive things they experienced at the ASEAN camp.

Keywords: ASEAN Camp, English Communication, Improvement, Activities

Introduction

One of the most important camps provided by Suan Sunandha Rajabhat Univerisity is English camp. The camp itself is one of the most important ways to properly prepared to take the benefits of the AEC community. In fact, ASEAN Economic Community (AEC) is vital for all member countries to achieve its objectives and reap the benefits together. Hence, it is imperative for Suan Sunadha Rajabht University to provide the best training human capital to be able to reap the benefit of single market of AEC. Many departments have three groups of human capital: faculty members, staff members, and students. Higher educational institutions are very concerned that the faculty members, staff members, and students of many universities of Thailand will not fully take advantages of this vital educational opportunity. These important human capital that must be trained in order to have high skills of English communication. It is widely accepted that there are more opportunities for people who have better English communication skills. In fact, English communication is important for modern job skills and job competency. However, English camp training also uses new technology of social media in learning to be implemented.

It is comprehensive way to understand the logic. From this mindset, it is imperative that Thailand needs to improve the quality of education and the ability to have better English to catch up with ASEAN neighbors. The improvement and development of knowledge of training with new and modern technology will help Thai faculty members, staff members, and students to enter the ASEAN market in the near future successfully. In order to achieve this goal, Centre for ASEAN

Studies and Training was assigned to set up the ASEAN training camp to train both male and female students to understand about the future roles of ASEAN community and to be able to take advantage of the single economic and big market in the near future. There are many benefits of implement modern technology in this training. For instance, it would be more cost and time effective to deliver many different big size classrooms than traditional based classroom trainings. In fact, the web based learning of 90 hours of training might be condensed and be effective as 45 hours classroom learning or it is a huge cut of the most important expenses: time and money. This paper aims to study about ASEAN camps training and English improvement.

Research Methodology

The process of this research has followed the traditional research method. First, is to set up the research objectives in order to prepare to find the answers for this objectives. Second, is to use the research tools for data collection and then use the statistical programs for data analyzing. Third, is to provide the summary of findings. Fourth, is to have a discussion of the findings compared with other researches' findings. Finally, is to make a conclusion or this research study.

Research Methodology

Fig. 1 the Process of Research

Nowadays, the quality service of English training programs provided by Suan Sunandha Rajabhat University is extremely important for students. There are many different kinds of English training classes that aim to enhance and improve English communication skills. ASEAN camp was one of the camps organized by ASEAN Center of Suan Sunandha Rajabhat University to provide ASEAN knowledge and English communication skills improvement. Hence, it is imperative to measure the progress of students' English improvement. The purposes of this study were to study and examine the level of English improvement of students who participated in ASEAN camp at Hua-Hin and to observe their level of satisfaction with the activities and programs planned for them at Hua-Hin ASEAN camp. The study employs a qualitative research method and data collection was conducted through an in-depth interview and focus group of 20 students, both male and female students equally divided. The study put to focus on three dimensions of English improvement which were speaking, listening, and writing which was designed for students to practice in the ASEAN camp. A total of 20 students were asked to compare before and after the ASEAN camp of their ability to use English and the differences between before and after the ASEAN camp.

Findings

The major purpose of the finding section in this research paper were to report sample characteristics and the main results of the data analysis from the research questions as well as the level of satisfaction from evaluating the benefits of English Training programs. A demographic profile indicated that more female than male faculty a staff members at the English training programs and were sampled with a ratio of 55:45. In terms of education level, the Ph.D. group made up 12 percent of the sample population and the Master degree group made up 86 percent, whereas, the bachelor degree group was only 2 percent.

TABLE I
Level of Satisfaction from the benefits of English Training programs

	Mean	S.D.	Rank
The Benefits			
1. Proper Topic of Knowledge	4.55	0.8740	1
2. Usefulness of knowledge	4.42	0.8765	2
3.Proper English Materials	4.34	0.9860	3
4. Time and Schedule	4.31	0.7119	4
5. Meetings and activities	4.19	0.6467	5
6. Staff and service quality	4.01	0.8234	6
7. Advertising and promotions	3.89	0.5768	7
8. Facility and equipment	3.72	0.7134	8
All categories	4.17	0.7760	

From Table I, the mean score can be used to rank the highest to the lowest concerns as follows: 1) The level of satisfaction from the benefit of English Training Programs is clearly "Proper topic of knowledge" which was ranked as number one with mean of 4.55 and standard deviation of 0.8740. 2) The level of satisfaction from the benefit of English Training Programs is clearly "Usefulness of knowledge" which was ranked as number two with mean of 4.42 and standard deviation of 0.8765. 3) The level of satisfaction from the benefit of English Training Programs is clearly "Proper English materials" which was ranked as number three with mean of 4.34 and standard deviation of 0.9860. 4) The level of satisfaction from the benefit of English Training Programs is clearly "Time and Schedule" which was ranked as number four with mean of 4.31 and standard deviation of 0.7119. 5) The level of satisfaction from the benefit of English

Training Programs is clearly "Meetings and activities" which was ranked as number five with mean of 4.19 and standard deviation of 0.6467. 6) The level of satisfaction from the benefit of English Training Programs is clearly "Staff and service quality" which was ranked as number six with mean of 4.01 and standard deviation of 0.8234. 7) The level of satisfaction from the benefit of English Training Programs is clearly "Advertising and promotions" which was ranked as number seven with mean of 3.89 and standard deviation of 0.5768. Finally, 8) The level of satisfaction from the benefit of English Training Programs is clearly "Facility and equipment" which was ranked as number eight with mean of 3.72 and standard deviation of 0.7134. Also, the mean score of all categories is 4.17 with standard deviation of 0.7760 which indicated that the average level of satisfaction is at a high level and the benefits of English Training Programs can be considered as at a high benefit.

Limitation and Future Studies

The major limitation of this research study was due to the limitations of sampling which had only 200 respondents of students in the campus English training programs which may not represent all the other participants and general opinions of national ASEAN camps. Hence, the findings may not be proper to generalize. Therefore, future research should use at least 400 respondents with a random sampling to obtain a more variety of sample groups from all English training programs. Also, for future studies, it should be designed to cover both students' satisfaction with the benefits of the English Training Programs and different kinds of reasons that participants were satisfied or were not satisfied with benefits of English Training Programs.

Acknowledgement

References

Rujiswang, P., (2012). "Study Preparation to ASEAN Community," Faculty of Economics, Chianmai University.

Prachchatturakit, K., (2013). online. "Thai students and English development to ASEAN," www.prachachart.net/news_detail.php.2013

Kotler, K., (2003). "Marketing Management" - Millennium Edition. New Jersey: Prentice Hall.

Hall, B., (2000). "Web-based Training and Learning," New York: Wisely.

Yamane, T., (1973). "Statistics: An introductory analysis," 3rd edition, New York, Harper and Row.

Wanichbancha, K., (2001). "SPSS for windows to analyze data," Bangkok: CK and Photo Studio.

Shy, O. and Stenbacka, R. (2003), "Strategic Outsourcing", Journal of Economics Behavior and Organization, vol. 50, pp. 203- 224.

Wells, J. (1996), "IS YOUR JOB SAFE?: This thing called 'outsourcing' has workers worried, and not just in the auto industry", Maclean's, vol. 109, pp. 46- 49.

Katz-Stone, A. (2000). "How to Use Outsourcing Firms" Baltimore, Business Journal. April 28, 2000.

Quelin, B., & Duhamel, F. (2003). Bringing together strategic outsourcing and corporate strategy: outsourcing motives and risks. European Management Journal. Vol. 21. No.5.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison BetweenLow-cost and Full-service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

SATISFACTION OF STUDENTS WHO USE COMPUTER LABS

Miss Waraporn Naraprasertwong & Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: waraporn.na@ssru.ac.th and sirilak.ke@ssru.ac.th

ABSTRACT

Computer labs are one of the most important rooms and labs for students at university level. Even though many students nowadays have their own computer at home. However, in general students still need access the software, internet, programs necessary to complete their assignments and coursework. Students both regular users and main users of the computer labs should have their level of satisfaction about the policy, management, design, schedule, and accessibility. The objective of this research study were to survey the level of satisfaction of students who use computer labs often than other regular students and to search for ways to enhance the level of satisfaction from both regular users and heavily users.

This study utilized the method of a survey quantitative research which was conducted by interviewing with 200 students who were both regular users and heavily users of computer labs and whose level of satisfaction were affected by the management, available resources, and policy of the office of information technology. Statistical analysis and data analysis were conducted by using both Excel and SPSS program. Percentage, frequency, mean, and standard deviation were used for data analysis and t-test for data generated findings. The result of this investigation revealed that the majority of students of both regular users and heavily users had a high level of satisfaction with the overall computer labs in terms of policy, management, design, schedule, and accessibility. Some recommendations included the seat arrangement should designed to reduce noise and traffic distractions, and there should be a partition between each computer for more privacy as well as for preventing cheating during examination.

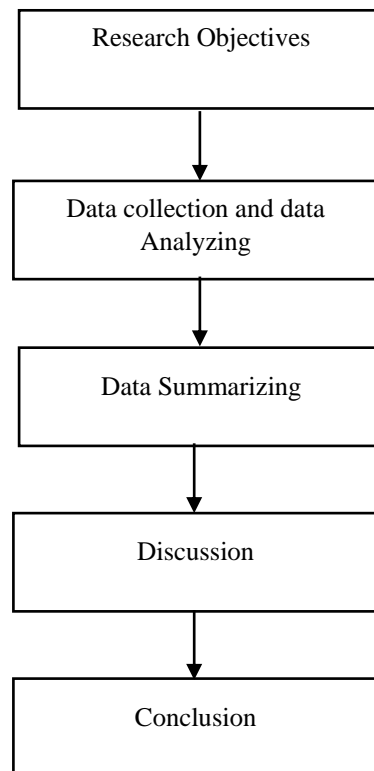**Keywords:** Computer Labs, Satisfaction, Heavily Users, Regular Users

Introduction

Computer lab is considered one of the most important labs for the university. Computer labs often received a large financial support from the board of committee of the university since it is the image of technology advancement of higher education institution. Planning for improvement is important for both students and university and it should be made continually to ensure the high level of service quality is maintained from semester to semester. Since most universities want to have a better image of cutting edges of information technology, it is important that they can provide a better service quality in term of information technology to students as its main customers. The quality of education services and information technology provided by higher education can be measured through the level of satisfactions from its students who are the users of computer labs' services and activities during the semester. Effective management of computer labs is a vital goal to ensure the customers' satisfaction and more importantly is to ensure that the important goal is achieved. In general, most students are required to use computer labs regularly and the university needs to be equipped with necessary software. The popularity of software and modern applications and homework and assignments from the professors often draw students to come to computer labs.

Research Methodology

This study utilized the method of a survey quantitative research which was conducted by interviewing with 200 students who were both regular users and heavily users of computer labs and whose level of satisfaction were affected by the management, available resources, and policy of the office of information technology. Statistical analysis and data analysis were conducted by using both Excel and SPSS program. Percentage, frequency, mean, and standard deviation were used for data analysis and t-test for data generated findings.

Fig. 1 the Process of Research

```
┌─────────────────────────┐
│   Research Objectives   │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│ Data collection and data│
│        Analyzing        │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│     Data Summarizing    │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│       Discussion        │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│       Conclusion        │
└─────────────────────────┘
```

Findings

The findings of this investigation revealed that the behavior and needs of the students and that the majority of students of both regular users and heavily users had a high level of satisfaction with the overall computer labs in terms of policy, management, design, schedule, and accessibility. Some recommendations included the seat arrangement should designed to reduce noise and traffic distractions, and there should be a partition between each computer for more privacy as well as for preventing cheating during examination. More importantly, student's level of satisfaction in now important key for the computer labs to use as the backup evidence to ask for more budget each year. The computer labs must be able to explain why students are satisfied and why students are not satisfied with the service quality of the computer lab. Therefore, the researcher is interested in studying and investigating satisfaction of students who use computer labs at Suan Sunandha Rajabhat University, Bangkok, Thailand. It is hoped that the survey information will contribute to

provide knowledge and information for computer labs' staff and management to use to improve and enhance the service quality of computer labs to a better version for students.

Acknowledgement

References

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full-service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: Multiple Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.

Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.

Cited in Oliver H.M. Yau & Hanming You (1994). *Consumer Behavior in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.18

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality.

Anderson, R. (1973). "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10(2), 38-44.

Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the 119 Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality, p.47.

Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.

Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise

Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.

SERVICE QUALITY AS FACTORS OF EXCELLENT SERVICE OF

ONE STOP SERVICE

Miss Yanika Pinit & Asst. Prof. Dr. Komon Paisan

Suan Sunandha Rajabhat University, Bangkok, Thailand
*E-mail: *yanika.pi@ssru.ac.th, **komon.pa@ssru.ac.th*

ABSTRACT

Service quality is one of the most important factors for the success of many organizations, department, and universities. One stop service implies that customers can visit and finish their tasks at one location with less time and high quality of service. In order to measure the service quality, it is necessary to comprehend SERVQUAL model which have five dimensions: reliability assurance, tangible, empathy, and responsiveness. The main objective of this research study were to investigate the level of satisfaction of students who use one stop service at Suan Sunandha Rajabhat University in five important dimensions as well as to provide some suggestions to improve the service quality of the one stop service. This study employed both quantitative and qualitative research technique in order to find the results for the research questions and research objectives. A total of 100 students who used the one stop service at the second quarter of the year 2017 was interviewed and data collection was conducted to elicit their opinions and comments. About ten students who often used the service at the one stop service was selected to conduct an in-depth interview to gain more information of how to improve service to meet with their expectation. Statistical analysis was performed by utilizing SPSS program and Excel program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation of the level of satisfaction revealed that the majority of students had a very high level of satisfaction on three dimensions of reliability, assurance, and tangibles, while many students had a high level of satisfaction on empathy and responsiveness. This means the improvement of service need to provide more individual attention and care to each student as well as to show a willingness to provide prompt service to student.

Keyword: One Stop Service, Service Quality, SERVQUAL, Satisfaction

Introduction

One stop service is an important way of providing services to a large number of customers that are required to be fast, effective, and with high standard of service. In other words, it describes organization that provides many service activities in a single place for its customers so that customers do not have to go to different places, to ask different people, and to use limited paper work. One stop service is supposed to increase customer satisfaction by allowing customer to get all their needs done in just one stop. It is a business model that offers customers a great convenience of having multiple needs met in one location. Service quality has been regarded as a major factor of success for modern organizations and higher education organizations and service industry as well. The achievement of service quality is related to customer satisfaction particularly in service industry. Not only that service quality is an important preceding factor, but also it is a factor of positive buying behaviors. From many researches, service quality is viewed as the direct impact on customer satisfaction and customer loyalty from the repurchasing of old and new customers in the long run. This means good or high standard of quality is linked with profit from customers' satisfaction and customers' loyalty. Therefore, it is widely accepted that service quality is a

necessary factor of success in the modern world of globalization. So, what is the definition of service quality? According to Parasuraman et al. (1988), service quality can be defined as the capacity of the organization to conform with or to outperform customers' expectation. In order words, service quality means the organization must provide the service to meet or be above customers' expectation. Therefore, the smaller the gap of customers' expectation is the better for the organization. Service quality is a crucial element of one stop service provided by the university to its students. Now, it is important to treat student as an important customer. The motto that customer is the king means student is the king and the king must be satisfied. What is customer's satisfaction? In fact, customer's satisfaction can be defined as an individual's perception of the performance and quality of goods and services in relation to customer's prior expectation. Again, it is a gap between level of expectation and real performance received from goods and services. The customer's satisfaction is an assessment of customers if the goods and services meet his or her expectation or not. It is a principle that focuses on the significant of making worth for customers and his or her expectation. The next important question is about how to measure the service quality? The model of SERVQUAL from Parasurman et al. (1988) is probably one of the most important models that widely used in many researches which distinguishes five set of service quality dimension. These dimensions include tangibility, reliability, responsiveness, assurance, and empathy.

Findings

Table 1: Result of Students' Evaluation

Variables	Mean	Standard Deviation
Tangibles	4.58	1.005
Reliability	4.63	.9876
Responsiveness	3.44	.8741
Assurance	4.71	.9889
Empathy	3.56	.8798

From table 1, it revealed that five dimensions of service quality was evaluated by students. The students had rated "Reliability Service Quality Dimension" as number one with the mean of 4.63 and standard deviation of 0.9876. The students had rated "Assurance Service Quality Dimension" as number two with the mean of 4.71 and standard deviation of 0.9889. The students had rated "Tangible Service Quality Dimension" as number three with the mean of 4.58 and standard deviation of 1.005. The students had rated "Empathy Service Quality Dimension" as number four with the mean of 3.56 and standard deviation of 0.8798. Finally, the students had rated "Responsiveness Service Quality Dimension" as number five with the mean of 3.44 and standard deviation of 0.8741. The findings of this examination and investigation of the level of satisfaction revealed that the majority of students had a medium to high level of satisfaction on three dimensions of reliability, assurance, and tangibles, while many students had a medium level of satisfaction on empathy and responsiveness. This means the improvement of service need to provide more individual attention and care to each student as well as to show a willingness to provide prompt service to student.

Suggestions

There are two suggestions to improve both empathy dimension and responsiveness dimension of service quality in the one stop service in campus of Suan Sunandha Rajabhat University. The problems of the service quality often happened during the peak time of the university such as during enrollment period, examination period, and festival period. Therefore, there should be more part time staff to stand by and helping during the high volume of services. Moreover, the improvement should be dealing with each customer with an undivided attention to customer and responsibility to contingencies plans during the peak time.

Acknowledgement

References

Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: Multiple Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full-service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.

Cited in Oliver H.M. Yau & Hanming You (1994). *Consumer Behavior in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.18

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality.

Anderson, R. (1973). "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10(2), 38-44.

Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the 119 Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality, p.47.

Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.

Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise

Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.

Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, *Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.

SATISFACTION OF MEETINGS OF ORGANIZATONS

Mrs. Yupa Poogpool & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *yupa.po@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

There are an enormous of meetings that organized by the university. Some are productive and many are less than productive in terms of time, cost, and decision making. Under certain circumstances, group meetings can very productive and increase the likelihood of university will survive or thrive. However, many complaints have increased that many meets do not provide high productivities and take too much time and most importantly less satisfaction from the commit themselves. The objectives of this study were to investigate the level of satisfaction in two areas which were satisfaction with meeting outcome and satisfaction with meeting process as well as ways to improve the meeting to attain high productivity in the future. This research study employed both quantitative and qualitative research technique in order to determine the results for the research questions and research objectives. A total of 100 committee members who were in the meetings in various university forms of meetings at the second quarter of the year 2017 was interviewed.

Data collection was conducted to elicit their information, opinions, and comments. About ten committee members who often be in the university meetings was selected to conduct an in-depth interview to gain more information of how to improve both the process of meetings and the outcome of meetings. Statistical description and analysis were performed by utilizing SPSS program and Excel program. Percentage, frequency, mean, and standard deviation were used for data analysis and generated results. The result of this investigation revealed that the majority of committee members had a high level of satisfaction with a mean of 4.54 on the outcomes of the meetings as productive and proper in terms of decision making. However, the majority of committee members has only a medium level of satisfaction with a mean of 3.42 on the process of the meetings as take too much time to reach decision and often had a late start and spent too much time on too many information that was not relevant to the decision making. Suggestion from the study included have a strong chairman who can organize the meeting effectively, use the guidelines for meeting strictly, and ask cooperation from committee members to be punctual and understand the agenda ahead of the meetings.

Keyword: Organization Meetings, Committee, Satisfaction, Productivity

Introduction

There are a lot of meetings in the university each fiscal year. Some meetings are big and extremely important for both management level and staff level but other meetings are routines and important for the level of staff. Certainly, there are good and effective meetings and poor or ineffective meetings. The boring meeting can be forever and never ended and leave the committee without any important knowledge or effective information. Effective meetings in the campus can be the one the leave the committee feel energized, proper information on hand, and feel accomplished something after the committee. Therefore, the feedback of the participants is very important to increase the level of satisfaction of the participants or committee of the meeting. For the reason of improve the effective of the meetings, it is important to get feedback from the meeting participants. There are several things that make the meeting ineffective in the past. First, when there is a certain people who are often dominating the conversation, often asking and answering by making points alone rather than asking the whole committee. Second, there is no real follow up

of each agenda, there is no summarize what have been said and who making the comments, what item or what agenda require further discussion. Third, it is important to ensure the participants stay on the topic and agenda on hand. Fourth, it is also important to note the assignment who will do what. Fifth, it is important to have a quick meeting summary to everyone. Finally, there should be a meeting etiquette to cover proper behavior. For example, participants should not reframe from using laptop or cellphones, eating or drinking during the meeting, or interrupt the meeting with any kind of improper behavior. In the modern world of management, most of the time are spent on the meeting every day, therefore, it is important to make the meeting effective. Running an effective meeting is more than sending information.

Research Methodology

The objectives of this study were to examine and to investigate the level of satisfaction in two important areas which were satisfaction with the meeting outcomes and satisfaction with the meeting process as well as ways to improve the effectiveness of the meetings to achieve high productivity in the future. A mixed method was employed for both quantitative and qualitative research technique in order to determine the findings for the research questions and research objectives. Percentage, frequency, mean, and standard deviation were used for data analysis. In fact, both on campus and off campus, and many forms of meetings at the second quarter of the year 2017 was interviewed. Data collection process was conducted to elicit their meeting members for information, opinions, and comments. About ten committee members who often be in the university meetings was selected randomly to conduct an in-depth interview to gain more insight information of how to improve both the process of meetings and the outcome of meetings. Statistical description and analysis were performed by utilizing SPSS program and Excel Program.

In order to do the research to obtain the results as well as suggestions for this study, it is important and necessary to develop the process of research and follow the process this useful step by step. The first step after having develop important research objectives and research questions is to prepare the research tools for both qualitative and quantitative for data collection. The second step is to conduct the data analyzing by using statistical programs such as excel and SPSS. The third step is to conduct information summarizing in order to generate the table of results or the vital findings of the research. The fourth step is to have an important discussion to ensure many different opinions and comments have been consulted with many findings from many researches. Then, the final step is to have conclusion which sum up the main ideas of findings and generate important and useful suggestions from this study.

Findings and Suggestions

From table 1, the respondents had rated the outcome of the meetings in campus with high level of satisfaction with a mean of 4.54 and standard deviation of 0.9059. Whereas, the respondents had rated the process of the meetings in campus with medium level of satisfaction with a mean of 3.43 and standard deviation of 0.8750. The findings of this study or this investigation revealed that the majority of committee members had a high level of satisfaction with a mean of 4.54 on the outcomes of the meetings as productive and proper in terms of decision

making. However, the majority of committee members has only a medium level of satisfaction with a mean of 3.42 on the process of the meetings as take too much time to reach decision and often had a late start and spent too much time on too many information that was not relevant to the decision making. Suggestion from the study included have a strong chairman who can organize the meeting effectively, use the guidelines for meeting strictly, and ask cooperation from committee members to be punctual and understand the agenda ahead of the meetings. There are at least three important suggestions from the findings of the in-depth interview of this study. It is important to make university's meetings more effective. The effectives can be defined three important achievements. First, every meeting must aim to achieve its objectives and the objectives need to be clear and understand by all participations. Second, there must be a use of time wisely and economically. The meeting should not be too long and it should be economical. It should not be superfluous. The meeting time should be focus on the agenda that have high priority to low priority. Third, the meeting should leave participants feeling that they have accomplished something or making decision for the better situation.

TABLE I
LEVEL OF SATISFACTION

	Mean	S.D.	Meaning
Factors			
1. The outcomes of the meetings.	4.54	0.9059	High
2. The process of the meetings.	3.42	0.8750	Medium

Limitations and Future Studies

One of the limitations of this study came from the use of the small samples for data collection which were only 100 committees due to limited time and budget. Moreover, the research tools which were not designed to collect detailed information and the Likert five-scales which may not have an ability to distinguish the importance of the process and the outcomes of the meeting in campus. It also did not take into accounts of the reasons behind the level of satisfaction. Therefore, the findings from this study may not properly be generalized to the general meetings in other campuses or other universities properly. Hence, future research should use larger sample groups and using a combination of Likert five-scale with in-depth interviews and focus groups. In other words, future studies should use a combination of qualitative and quantitative methods more effectively in order to measure the importance of campus meetings from the perspective of the sample groups.

Acknowledgement

References

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, andfuture direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and Future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116.

Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117

Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.

Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

JOB SATISFACTION: A CASE STUDY OF FACULTY MEMBERS

Miss Saowanee Kumnerdrat & Mr. Anantachai Aeka

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: saowanee.ku@ssru.ac.th and anantachai.ae@ssru.ac.th

ABSTRACT

Job satisfaction is one of the most important measurements that human resources department can use this information to link to the turnover rate of the organization and future demand of the staff. Faculty members of the university need to be evaluated in terms of each items of their job satisfaction in order for the university to maintain high performance faculty members. The objective of this research were to investigate and examine level of job satisfaction: a case study of faculty members of Suan Sunandha Rajabath University as well as what can be done to enhance the high level of job satisfaction. This was a survey quantitative research method that focused on the information provided on the questionnaire. The Likert five scales questionnaire was designed and developed for these objectives. About 200 faculty members was invited to answer the survey questionnaire. Statistical analysis was performed by using SPSS statistical package program. In fact, frequency, Percentage, mean, and standard deviation were utilized for achieving data analysis and generating the findings. The results of investigating and examining reveal that the majority of faculty members had a very high level of job satisfaction due to the changing of monetary rewards and opportunities for scholarship to present their research at international conferences. In addition, many university new policies regarding the flexible hours of working, working conditions, and opportunity for advancement in the career were the top three reasons for high level of job satisfaction of faculty members.

Keywords: Job Satisfaction, Faculty Members, Performance, Working Conditions

Introduction

Nowadays, the level of competitiveness of higher education is very high in Thailand. The pressures to develop an improvement of education plan comes from many directions. There are both domestic pressures, regional pressures from ASEAN, and world pressures to make the Thai government and the Minister of Education to put a reformed education as their top priority and top agenda. It is often reported in the news that Thai education systems are far behind many countries in ASEAN community. It is a national embarrassment every year. There have been a lot of discussion of the ongoing problems in many aspects and many perspectives. The blames can be on the policy, the system, the management, the resources, the teachers, and the students. In this research study, the focus is about one issue which is the faculty members of the university and their job satisfaction. In many universities of Thailand, the effectiveness and the efficiency of the university system depend on the performance and the cohesion of faculty members and staff members. Faculty members' job satisfaction has surfaced a major issue for Suan Sunandha Rajabhat University as in almost all organizations of higher education in Thailand. This is because it is an integral component and important element of the relationship between their performance and their job satisfaction. The faculty members' job satisfaction is a vital element for the productivity and the progress of the University now and in the near future. Low job satisfaction signifies the negative consequences of many poor performance from the high turnover rate, high absenteeism, low level of participation, and low productivity. On the other hand, high job satisfaction signifies the positive consequences of many high performance from the low turnover

rate, low absenteeism, high level of participation, and high productivity. What is the definition of job satisfaction? The term of job satisfaction is an individual positive or negative emotion or reaction to their job.

It is imperative to understand job satisfaction of faculty members and its relations to their performance. Job satisfaction is one of the most necessary and important measurements that human resources department of the university can use this information to comprehend the link to man problems of faculty members such as absenteeism, participation, performance, and the turnover rate of the organization as well as the future demand of the staff. Significantly, faculty members of the university need to be evaluated in terms of each items of their job satisfaction in order for the university to maintain high performance faculty members in terms of teaching, conduction researches, and participating in all important campus activities. The main focus of this research was to investigate and examine level of job satisfaction: a case study of faculty members of Suan Sunandha Rajabath University as well as what can be done to enhance the high level of job satisfaction both in short-term and long-term.

Research Methodology

The relationship between job satisfaction and important factors contributing to job satisfaction of faculty members were examined. While job satisfaction of faculty members was measured by using many different factors such as compensation policy, research scholarships, working conditions, career advancement, and flexible hours, and so forth. However, none of the demographic variables have any significant effect on the faculty members and job satisfaction. In general, it is believed that high job satisfaction will benefits the organizations in terms of high productivity, low turnover rate, and high performance.

This research study was a survey quantitative research method that focused on the information provided on the questionnaire. The Likert five scales questionnaire was designed and developed for these objectives. The survey questionnaire consisted of three parts: demographic information part, important factors of job satisfaction part, and comments parts. About 200 faculty members of Suan Sunandha Rajabhat University were invited to answer the survey questionnaire in order to elicit their information, opinions, and comments. Statistical analysis was performed by using SPSS statistical package program. In fact, frequency, Percentage, mean, and standard deviation were utilized for achieving data analysis and generating the findings and conclusion. Finally, it is important to ensure that reliability and validity tests for the research questionnaire were carried out.

Findings

From many research studies, it found that job satisfaction and life satisfaction are significantly related. This means happy at the workplace results in happy in life (Ang & Soh, 1997). Moreover, many studies again found that job satisfaction also increase with ages. When employee who gains more experiences and getting older, they tend to have higher job satisfaction. Age often implies of taking more responsibility, take a higher position, and take more money back home.

TABLE 1
Importance of Factors of Job Satisfaction

	Mean	S.D.	Rank
Factors			
1. Compensation Policy	4.73	0.874	1
2. Research Scholarships	4.69	0.991	2
3. Working Conditions	4.44	0.859	3
4. Career Advancement	4.35	0.965	4
5. Flexible Hours	4.30	0.892	5

From table 1, it shows the importance of factors of job satisfaction. In fact, there are a lot of factors that contributed to the level of job satisfaction of Suan Sunandha Rajabhat University, however, there are five top important factors of job satisfaction that significantly links to job satisfaction and job performance. The first factor is compensation policy which was rated with a mean of 4.73 and standard deviation of 0.874. The second factor is research scholarships which was rated with a mean of 4.69 and standard deviation of 0.991. The third factor is working conditions which was rated with a mean of 4.44 and standard deviation of 0.859. The fourth factor is career advancement which was rated with a mean of 4.35 and standard deviation of 0.892. Finally, the fifth factor is flexible hours which was rated with a mean of 4.30 and standard deviation of 0.892. However, there some other factors that may be less important that these five factors. Other factors include relationship with management and peers, communication level, demanding of jobs, opportunity for training, and fringe benefits. In terms of demographic information, it found that these four factors have a high positive relationship with job satisfaction of faculty members of Suan Sunandah University. In fact, the higher age, the higher position, the higher income, and the higher education also have high relationship among itself and to overall job satisfaction. This is because the higher age implies they might have a chance to improve their level of education and training, and then, have an opportunity to advance their position and earn more income which ultimately results in high job satisfaction.
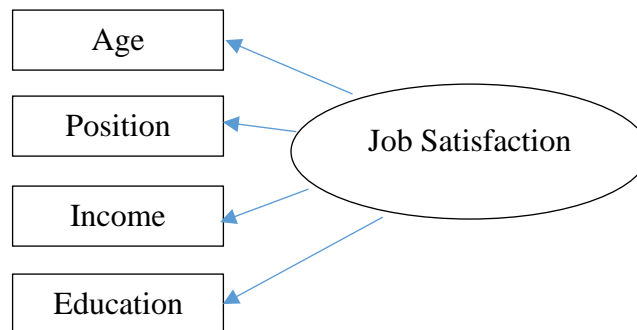

Figure 1 Job Satisfaction Model

Suggestions

One of the most important suggestions learns from this research study is to learn from your faculty members and your team. They have unique perspectives on both the strengths and weakness of the factors contributing to the job satisfaction of the university. These faculty members actually are the most educated and most intelligent persons in the organization and they are willing to offer useful information an important role for the university high performance and high productivity. Receiving feedback can be inherently stressful of both positive and negative information. However, this information is important to hear and to set up proper plan for improvement and to take advantage of this information to develop opportunity to increase productivity, performance, and satisfaction for all faculty members of Suan Sunandha Rajabhat University.

Acknowledgement

References

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.

Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.

Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

J0B CONDITIONS AND LEVEL HAPPINESS

Miss Supaporn Wongsa & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *supaporn.wo@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

Job conditions of employee means the match of job description and working conditions for staff who provide services to customer. This fact, in turn, have direct and positive effects on customers' perspective, loyalty, sales volumes, and profit. There are many significant factors that affects job conditions such as payment, working conditions, relationship with peer & boss, organization culture, and rules, regulations & management policies. Therefore, it is important to understand factors that has high impacts on job conditions of employee who provide a direct service to customer. This study utilized a case study of Suan Sunandha Rajabhat University.

The aims of this study were to study factors that has high impacts on job conditions of Suan Sunandha Rajabhat University employees who have duties to provide direct services to students as well as to provide some important suggestions to improve the factors that has high impacts on job conditions. This study utilized a qualitative research method by using an in-depth interview with 20 employees who had direct duties to provide services to students in and off campus of Suan Sunandha Rajabhat University. The primary data and secondary data of job conditions were analyzed with the used of the finding from many literature review in the areas of job conditions.The findings of this research revealed that there was a positive direct relationship between job conditions and high performance of employees to provide high standard of services to students. Moreover, the factors that have high impacts on job conditions of service employees included rewards and recognitions, empowerment, greater power of making decision, regular training, flowing of communication in office, modern equipment, and relationship with peer and boss. Important suggestions from this study included the need to provide regular trainings to improve services, and improve the rewards and recognitions to be directly linked with performance of employees.

Keyword: Job Conditions, Happiness, Performance, Productivity

Introduction

Job condition and level of happiness in the workplaces is an important factor for the organization to be successful in the long term. The way that employees can be satisfied and happy with their job and their workplace will increase their quality of life that leads to effective work and high loyalty to the organization willing to be with the organization in a sustainable way. Modern organization is considered as the workplace and security place which is important for human being. In fact, human being spends about one third of their time each day at their workplace.

From the United Nations stated that there are three happiness which are self-happiness, family happiness, and organization and social happiness. However, the 10th National Economics and Social Plan stated that there are eight happiness which are health, kindness, no debt, relaxation, knowledge, peace, family, and social. In fact, Thai society have begun to focus more on happiness. The 11th National Economics and Social plan also focus on how members of society to live in harmony, peaceful, and happiness. Moreover, the level of happiness at workplace is one of the most important factors, since we actually all spent a lot of time at workplace and with many co-worker, boss, and customers. In the modern globalization, we live in the world of constant changing and highly competitive, highly stressful, and long working hours. These factors could contribute to dissatisfy in the workplace and reduce the level of happiness in the workplace. Our

society become an international melting pots.

This is because there are many nations living in the same condominium building. People from many countries, different in races, different in religions, and different in opinions, this is a modern way of living together. The researcher is interesting in studying the three research questions. First, what are the level of atmosphere, quality of working life, organization loyalty, and the management of happiness of condominium staff in Phuket Province? Second, what are the factors of influences of quality of working life, organization loyalty, and the management of happiness of condominium staff in Phuket Province? Third, what are the ways to create factors contribute to the level of happiness of condominium staff in Phuket Province?

Methodology

In the modern globalization, happiness in the workplace implies high level of satisfaction in the workplace and leads to low turnover rate, high productivity, and organization loyalty. There are many benefits of employees or staff being happy in the workplace. The main purposes of this research study were to investigate in details of the current situation of level of happiness in the workplace at condominiums in Phuket and to examine many different factors contributing to the employees' happiness, as well as to examine if the good working conditions results positively in the employees' happiness and leads to the high level of effectiveness and efficiency of employees.
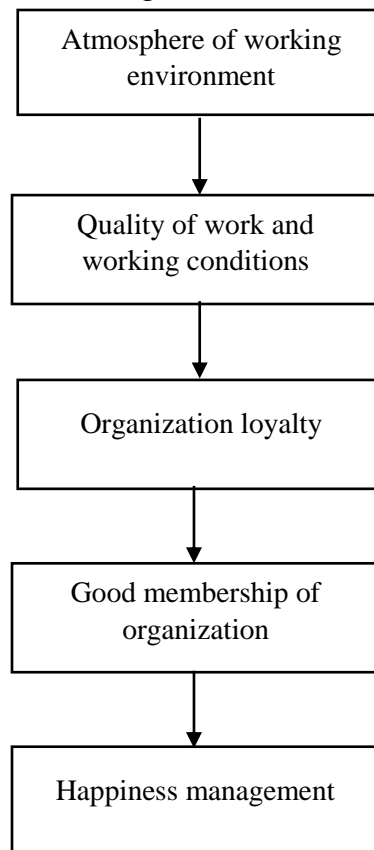

Fig. 1 Factors that lead to happiness

This research utilized a mixed research of both quantitative and qualitative technique. The population of the research study included all staff of condominiums in Phuket province of Thailand. Questionnaire was designed and developed to collect data from 400 sample groups and in-depth interview and focus group was also designed and developed to gain in-sight information from key informants. There are 15 key informants which was selected from many managers of condominiums in the areas of Phuket as well as some tenants. In order to test of reliability and test of validity, the pretest group of 20 samples who had the same characteristics of the total sample group was chosen and tested until it passed the acceptable value.

RESULTS

The results of this study revealed that there were four factors which were important to the success of the enhancement of the employees' happiness of the condominium staff in campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. The first factor is atmosphere of the working environment. It needs to be positive and friendly business like working environment. The atmosphere needs to include the tone of the room such as white, gray, and light colors. The furniture needs to be conservative in nature and fit with the image of the organization. This means there should be a positive, clean, friendly, and quite working environment. Staff should be proud to come to work every day and there must be positive sign to welcome the guests and sign of company process and success. Also, there should be positive sign of vision and mission of the company and organization charts showing who is who and who doing what in the organization. The second factor is quality of work and working condition. This means the work and management have to be professional and friendly business like. Everybody respects each other. There are a level of friendly competitive and cooperative of working to achieve a higher goal. The third factor is organization loyalty. This means high level of satisfied workers will result in a high level of organization loyalty and low turnover rate.

The fourth factor is good membership of organization. This means the staff need to behave in a good way and contribute to the success of the organization. The benefits of the finding of this research can be used to set up a guideline for develop and improve the happiness for staff of Suan Sunandha Rajabhat University, Bangkok, Thailand. High level of happy staff will provide a good service to their customers in a sustainable way. Finally, it is hoped that the findings can be applied into other different kind of organization to improve the level of happiness of their employees. In addition, one of the most important positive image of being highly competitive is so vital to the success of the modern organization. To create competitive environment, it may require many factors that are particularly relevant to a firm's strategy and business environment. These include both internal environment and external environment.

CONCLUSION

Happiness management means the way to manage the quality of life and quality of working condition for their employees or staff. The happiness came from three factors which are the proud of work such as progress of work, promotion, and job satisfaction. The second factor is the security of work. Work have safety as well as security of income for their family. Finally, the third factor is the balance of work life and family life.

ACKNOWLEDGMENT

References

Ahuja, G. (2000). *Collaboration networks, structure, and innovation: a longitudinal study.* Administrative Science Quarterly, 45, 3, 425-455.

Arkolakis, Costas. (2010*). Market Penetration Costs and the New Consumers*

Margin in International Trade. Journal of Political Economy. 118 (6), 1151 – 1199.

Armstrong, M. (2011). **A Handbook of Management Technique**. Kogan Page Limited. London.

Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.

Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.

Black J. S & Lyman W. P. (2000). **Management: Meeting New Challenge**. Prentice Hall.

Chesbrough, H.W. (2003). **The era of open innovation**. MIT Sloan Management. Review, 44, 3, 35-41.

Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and Future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, Conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

FACTORS AFFECTING THE QUALITY OF LIFE OF THE DISABLED IN SINGBURI PROVINCE

Dr.PimchanaSriboonyaponrat* & Pol. Col. Dr. NitiphatKittirakshkula**

SuanSunandhaRajabhat University, Bangkok, Thailand
*E-mail: * pimchana.sr@ssru.ac.th, **nitiphat2505@yahoo.co.th*

ABSTRACT

This research articlemade the factors affecting the improvement of the quality of life of the disabled in Singburiprovince by use of quantitative method , in studying the 5716 persons who have been formally registered as "disabled" or "with physical disabilities" The research instruments are questionnaire consisting of 1) general data 2) questionnaire about ways and means proposed for the amelioration of life of those with disabilities 3) additional ideas or suggestions as to the elevating of the lot of the unfortunate

The analysis is by descriptive statisties, ie. By meanspercentage, x average and S.D. to exhibit general characteristics of the sample.

In addition, Pearson's product moment correlation was used in order to indicate level of the correlation, i.e.

1) If approaching -1 or 1 meaning high correlation wile

2) Approaching o (zero), meaning low or no relationship after double checking for accuracy these follow the following findings, viz.

1. On the opinion as to the works of disabled persons, network, satisfaction is at the high level of X = 3.78 A lesser level of satisfaction is X = 3.70 indicating support for widening the network to cover all levels Provincial, Ampher's and sublevels and inclusive of all types of disabilities, as well as strengthening formal ties among the disabled for the purpose of successful implementation of the goal of enhancing their quality of life.

2. Factors integration compiled from visions sources, indicating the most of the sample share the common opinion the there should be successive measures in taking care the grievances of the disabled, with X-3.82, the highest level.

3. Pursuant to the analysis of variables supporting volunteers taking care of the disabled most opinion that more benefits should be given.

Keyword: The Persons with Disabilities, The Quality of Life of the Disabled, Improving the Quality of Live of The Persons with Disabilities

Introduction

This research article made use of quantitative method the total population of the registered Disabled persons was 5716.
A sample was drown from the total number in the administrative province of Singburi. The sample was divided into 3 parts, viz:

1) general dataquestionnaire
2) questionnaire concerning the lifting of the quality of life of the disabled.
3) additional ideas or suggestions as to the elevating of the lot of the unfortunate

Theanalysis of the received questionnaire   was by simple descriptive statistics, i.e. By means percentage (x) average and S.D. to arrive at factors contributory to the uplifting of the quality of life of the disabled, by using Pearson's product moment correlation.

1) If approaching -1 or 1 meaning high correlation wile

2) Approaching o (zero), meaning low or no relationship after double checking for accuracy these follow the following

In addition there transpired the process of rechecking to ascertain the correctness.

The number of the disabled in Thailand has has been collected by The Ministry of Social Development and Human Security the rough Department of Promotion and Development of Quality of Life of People with Disabilities, as of 31 March 2017, region, is as follows:

1) Northern 399,332 people
2) Northeast 713,130 people
3) Eastern and Central: 358,372 people
4) Southern 200,248 people
5) In Bangkok, 73,413 people

Total of the country is 1,756,849 people, via: male 828,255people; female 928,594people. It has who been found at that the number of the disabled has increased. That means more measures of anistance are necessary. There are various reasons for their failure to access government services for the poor, such as

1) Ignorance of available assistance measures by the government
2) Failure of policy implementation lacking effectiveness and efficiency.

In addition the private sector, even with their kind public spirit Thai or forcing does lack knowledge and understanding of problems faced by the disabled. Even more, the Thai bureaucracy does have cumbersome rules and regulations whichimpede efficiency and conveniences in its role toward the disabled.

The successful policy implementation depends not significantly on the formal position or assessment The flesh and blood of the success depends significantly on the implementation, or "street-level" bureaucrats as mentioned by Pressman and WildavskyFurthermore , the success of the implementation depends on the absorption of the philosophy that the disabled have their own dignity and worth and should be treated accordingly.(Sriboonyaponrat, P.,2016)From Nitiphat's article paperNitiphat's about The quality of working life of police officers are positively influenced directly byresourcemanagementvariablesat the statistically significant level 0.01

Objective

To study the factors affecting the elevating of the quality of life of the disabled in Singburiprovince

Research Scope

Carry 3 Group viz. Firstly group: public agencies involved in the elevation of the quality of life of Persons with Disabilities. Second group: concerning caretakers of the disabled. Thirdly group:Those who have been registered as the disabled in Singburi province.

Research Literatrue

Concepts concerning network building

Networking is considered important. It has been utilized to describe a progress from grouping to become a set of groups interlocking in order to energize the movement or mobilization of the process of development or changes.

Some of the definitions of the networking are;

1) Alter and Hage (1993) explains networking is a form of social formation encouraging the interaction among groups, for exchange, for united action Networks have no definite territory. Each constituent group has an equalstatus.

2) Starkey (1997, p. 14) defines networking is voluntary formation or individual or organizations though information exchange or common activities, Each organization can manage its own affairs, i.e. networking does not interfere with autonomy and independence of members.

3) Miles and Snow (1992) defies networked organization as a networked organization is a type of business grouping composing of expects or personnel who work together as market mechanism rather than bureaucratic hierarchy. Concerns a bank volunteers

Consideration about volunteers

Volunteers work for Society within receiving any thing or any networks in returns. They are willing to come to an assistance whatever they can, e.g. ideas, action and money theMinistry of Social Development and Human Security (2547, p. 3) defined "volunteer" to refer to person who help social voluntarily without financial relevance

Ellis and Noyes (2544) Ellis defined a volunteer as the one who does good things without expecting any routine He or She carries out the task beyond the call of duty. There are 4 components:

1) Choosing to do or not to do.
2) Having Social responsibility.
3) Without monetary profit.
4) Beyond basic obligations

Considerations on "Integration"

Integration means to fulfill whatever is short off or not available.

The United National European Security Cooperation—UNESCO reported that the concept of "Integration" goes back to the concept of curricular integration through separation of essences and separation of knowledge into parts in order to improve the quality of education in order to catch by with globalization (Jacobs, 1991, pp. 24-26)

Beane (1991) defines integration as crating new knowledge and experiences through combination to meet with want and actual situation which is better than separation
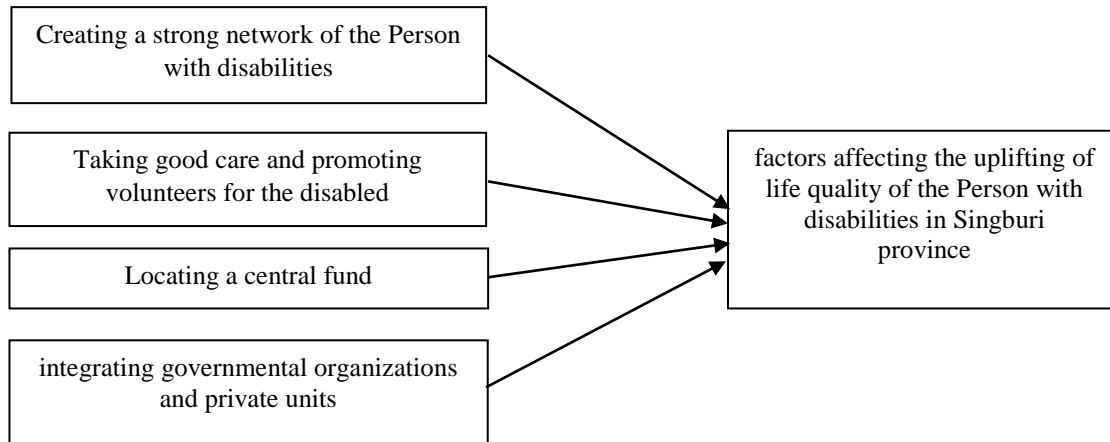
Fig 1 Conceptual Framwork

Research Procedueres

making use of quantitative method by exploration and collect of data from samples to locate factors resulting in elevation of the quality of life for the disabled in Singburi province by using quantitative method

Population is the total number of registered disabled in Singburi: through quantitative method involving 5,716 persons

sample size making use of suitable sample through Yamane Formula (SuvareesiriPokapirom, 2003 p. 445) resulting in:

$$n \ = \ \frac{N}{1+N(e)\,2}$$

When as n = stands for sample size

N = Population size

e = deviation size from the sampling 0.05 for

n = 5,716/1+5,716(0.05)2 = 373

The calculated sample size is approximately 373 to mitigate the possibility of errors in the research work for a more reliable conclusion of the research result the researcher has increased the sample size to 450 persons

From the newly revised total the researcher calculated the number of samples from the population of a district an administrative unit of the province through Multi-Stage Random Sampling by using the calculation formula, viz.

$$\text{Total samples of each area } = \frac{\text{Total number of the disabled in each area X 450}}{\text{Total number of the group of the disables}}$$

Research Methodology

The research instruments are questionnaire consisting of 1) general data 2) questionnaire about ways and means proposed for the amelioration of life of those with disabilities 3) additional ideas or suggestions as to the elevating of the lot of the unfortunate

Findings

1. On the opinion as to the works of disabled persons, network, satisfaction is at the high level of X = 3.78 . A lesser level of satisfaction is X = 3.70 indicating support for widening the network to cover all levels Provincial, Ampher's and sublevels and inclusive of all types of disabilities, as well as strengthening formal ties among the disabled for the purpose of successful implementation of the goal of enhancing their quality of life.

2. Factors integration compiled from visions sources, indicating the most of the sample share the common opinion the there should be successive measures in taking care the grievances of the disabled, with X-3.82, the highest level.

3. Pursuant to the analysis of variables supporting volunteers taking care of the disabled most opinion that more benefits should be given.

4. From the analysis of opinions concerning factors making for the strength of the network of the disabled it has been found that the level of sanitationwith the works of the network in assisting the disabled at the highest level is (X=3.78). The reply highest is the agreement building the network to encompass Province, Ampher and Local units work be of positive value to the disabled, resulting in the average (X=3.70)

5. Analysis of Factors arising integration of data from different sources shows that most respondent concur that continuous pursuit of the resolution should be done. The figure is X=3.82

6. Concerning the village health volunteers most agree that additional benefits should be given to them (X=3.82)

7. As for the source of central funds for the disabled most suggest the vocational training center should find ways to make maximum use of whatever material they already have with the highest average (X=3.90)

8. As for the integration or close cooperation between government and private sectors most (X=3.87) opine that there should be set up houses or residences to serve the disabled (X=3.87)

9. As forfactors or variables serving to ameliorate the quality of life of the disabled is (X=3.73) by overall consideration, But separating into aspects the factor concerning finding central funds for the disabled shows the highest overage (X=3.85)

Suggestions

Summarize the findings from the research objectives.

1. On the opinion as to the works of disabled persons, network, satisfaction is at the high level of X = 3.78 . A lesser level of satisfaction is X = 3.70 indicating support for widening the network to cover all levels Provincial, Ampher's and sublevels and inclusive of all types of disabilities, as well as strengthening formal ties among the disabled for the purpose of successful implementation of the goal of enhancing their quality of life.

2. Factors integration compiled from visions sources, indicating the most of the sample share the common opinion the there should be successive measures in taking care the grievances of the disabled, with X-3.82, the highest level.

3. Pursuant to the analysis of variables supporting volunteers taking care of the disabled most opinion that more benefits should be given.

4. Research should be conducted to find the factors that affect the quality of life. More disabledsuch as: Expansion of Protection of rights Project, Health status of the disabled, Promoting Innovation for the Disabled, etc.This will be a discovery that covers other variables.To improve And improve the quality of life of people with disabilities.

Acknowledgement

References

Alter, C., &Hage, J (1993). Organizations working together. California: Sage.

Beane, J,1991. The middle school: The natural home of integrated curriculum. Educational Leadership, 49(2), 9-13. [10]

Jacobs, J. E, (1991). Influence of gender stereotypes on parent and child mathematics attitudes. Journal of Educational Psychology, 83(4), PP. 518-527.

Nitiphat Kittirakshakula, (2017). The Causal Factors Affecting of the Quality of Working Life of Police Officers, Royal Thai Police. Journal of MCU Social Science Review. Vol.6 No.3 July-September 2017, PP. 213.

Sriboonyaponrat, Pimchana. (2016). The implementation of the Thai Government's policy on the promotion and enhancement of the qulity of life of The Disabled in Thailand. In Los Angeles, USA on 21st – 22ndNovember 2016.

Starkey, 1997. Networking for development. London: International Forum For Rural Transport and Development. The Ministry of Social Development and Human Security the rough Department of Promotion and Development of

Quality of Life of People with Disabilities, (2017). The number of the disabled in Thailand has as of 31 March 2017

UNESCO. (1981). Quality of life: problems of assessment and measurement socio-economic studies. United Nation.

THE USE OF STUDENT TEAMS ACHIEVEMENT DIVISIONS (STAD) FOR TEACHING SPEAKINF OF A FOREIGN LANGUAGE IN A SECONDARY SCHOOL IN THAILAND

Asst. Prof. Dr. Ganratchakan Ninlawan* & Sirilak Areekit*

Faculty of Education, SuanSunandhaRajabhat University, Bangkok, Thailand,
*E-Mail: *Ganratchakan.ni@ssru.ac.th, **S57131110017@ssru.ac.th*

ABSTRACT

English speaking skill is important to students at all educational levels throughout their academic career. This paper reports the initial findings of investigation into the effects of Student Teams Achievement Divisions (STAD) on speaking skill of Thai students in a secondary school. Its purposes were to 1) study the students' academic achievement in English speaking before and after the use of STAD, and 2) explore the level of satisfaction of them towards the use of STAD in classroom. The sampling of the study including 14 year-tenth students at a Thai secondary school enrolling in 2018 academic year was randomly selected. This study lasted 7 weeks and covered 6 teaching lessons, a pretest, 6 practice papers, and a posttest. The academic achievement and the levels of satisfaction were analyzed by mean score, and standard deviation. It was reported that, after the use of STAD, the students' scores of formative test and post-test scores were 72.45 percent and 78.80 percent respectively, exceeding the target academic attainment (70/70). The scores were higher than those of before using STAD at the significance level of 0.05. The students' satisfaction after using STAD was found at high level.

Keywords: English speaking skill, Student Teams Achievement Divisions (STAD), Communicative Language Teaching

INTRODUCTION

In the present global society, foreign languages are very important. They are used as a tool of communication, negotiation for the other competitions and the education preparation for careers and creating understanding of cultures and visions of the world community. Foreign languages enable learners to be aware of diversity of cultures and viewpoints in the world community, conducive to friendship and cooperation with various countries They contribute to learners' development by giving learners better understanding of themselves and others. The learners are thus able to learn and understand differences of languages and cultures, customs and traditions, thinking, society, economy, politics and administration .

Teaching English in Thailand has widely used the English Language Curriculum to be fundamental language skills contributing to the students' authentic performance in using language for communication, especially the English Language in the Basic Education Core Curriculum B.E. 2551 (A.D. 2008). The core curriculum of basic education of Thailand sets English as one of the major school subjects for Grade 1-12. It is aimed at enabling learners to acquire a favourable attitude towards foreign languages, the ability to use foreign languages for communicating in various situations, seeking knowledge, engaging in a livelihood and pursuing further education at higher levels. In the Basic Education Core Curriculum B.E. 2551 (A.D. 2008) the standard states that students are able to speak and write so as to present F1.3: Speak

and write to present data themselves/experiences, news/incidents, matters and various issues of interest to society.

However, studying English as a foreign language as not reached standard. According to the English National Test in 2005 for Basic Education level, Thai students' scores of English was below the standard. They have faced many obstacles which prevent them to achieve their target language. Most obstacles in learning English language for Thai students could be viewed as the results from the followings:

1. The grammar translation approach was widely employed in Thai classrooms, where students lack opportunities for fluency and accuracy of language. Most students' overall proficiency could not be enhanced by this teaching approach because they usually learn English by listening and writing which focus on form.

2. Thai class size is mostly large and that cannot help students to maximize their potential. They have fewer opportunities to practice with limited time each period. Many students feel bored when they have English classes because they usually take fewer hours of practice to learn English individually.

3. The atmosphere inside the English classroom does not encourage the students to have positive attitudes towards English learning.

Because of the unsatisfied results, teachers shift their interest to the communicative language teaching the communicative language teaching (CLT) The approach claims to lead students fluent language use. Students can get the experience from the learning and using language and practicing in group by using the communicative language teaching theory integrated with the activities in the classrooms. It can motivate the students' English learning such as the confidence to speak in English and take it to use in the routine.This approach makes the students know about the ability of their friends and can help them to establish the meaningful communication deeply.

Communicative language teaching is not just about learning structure. It shows that language is not just about learning structures, but is importantly also about how to use the structures to communicate in diffferent real life situations. People learn a new language in order to communicate with each other through both written and spoken language. Moreover, the knowledge of semantics and syntax alone cannot allow people to communicate effectively and fluently. These ideas have been widely accepted among second language educators.

CLT has been interpreted into designs, instructions, and materials in many different ways. Since it is more like a group of approaches than a particular methodology, there is no specific way of teaching.

The researcher as a teacher student responsible for teaching 46 year-11th students English in a secondary school in Bangkok and found that the outcome is not satisfactory. The Self Study Report of the school of academic year 2017 had reported that the total of English examination result is 46%, lower than lower that attainment target scores of 70%. Moreover, the researcher's

students' mid-year examination result of academic year 2018 had showed their low English proficiency and the number of failure is almost 65%. It revealed that speaking skill is the most important problem for the students. Most problems involved problem in English public speaking. The students could not speak English fluently. They also had negative attitudes towards English learning, thus they always pay no attention in English speaking class. Besides, teaching methodology was not appropriate to individual difference which leads to the boring learning atmosphere in class.

The problems mentioned above are relevant to the sources of problems that many researchers have pointed out. These sources of problems are assumed to have resulted from various factors, such as teachers, students, the process of teaching, and learning, as well as the classroom environment.

According to the problems mentioned, the researcher has been provoked to seek an efficient way to improve students' English speaking skill by using Student Teams Achievement Divisions technique. The STAD method (Student Teams Achievement Divisions) is a Cooperative learning strategy, in which small groups of learners with different levels of abilities; excellent, fare and weak, work together to accomplish the assignments. This method makes the students know about the ability of their friends, and help them to understand in the content deeply. Moreover, it motivates the students' English learning such as the confidence to speak in English and take it to use in the routine. Besides, they will work in group to complete their works by using STAD method. This method helps the students who are low ability to face the obstacles for learning English speaking by asking their friends in their own group. This method is to let students improve their speaking skills by increasing interaction in a speaking class, working together in teams and help each other to succeed work which contribute to student-centered environment with the teacher as a facilitator.

In the context of Thailand, Student Teams-Achievement Divisions (STAD) involves team recognition and group responsibility for individual learning is mostly interpreted and is put into practice as 5Steps. They are: Warm up, Presentation, Practice, Production, and Wrap up. These clear steps of teaching are illustrated as follows.

1. Warm up stage(Classroom Presentation)

Introduction:

1. Reviewing previous lesson quickly (Conditional Mood) and relating it to current lesson (Subjunctive Mood-past and past perfect tenses).

- Specifying the goals

- Presenting, explaining and modeling the skills (The students should be active and deduce the rules themselves whenever possible).

2. Presentation stage (Team study)

Explain how cooperative learning works and the procedures to be followed. Teachers assign each student to a team and assign the location in the room for the different teams. The teachers give the procedures for obtaining and turning in materials and give the time frames.

- Ask team members to study work-sheets and answer sheets to practice and assess their knowledge.
- Monitor the students' work carefully (check if somebody is dominating or not participating).
- Focus on positive practice: praise the team who is working well and show others how they are doing it.

3. Practice stage (Test)

Individual Testing / Quiz

1. Each student sits alone for the quiz.
2. Each Student has to understand the content and demonstrate his/her understanding.

4. Production stage (Individual Improvement Scores)

Students in different teams correct each other's quizzes after having received the quiz answer sheets.

5. Wrap up stage (Team Recognition)

1. Distribute the "Team Summary Sheets" on which the Base Scores should be written in advance.
2. Get students to determine individual improvement scores according to the guidelines mentioned on the Team Summary Sheets.
3. Recognize Teams according to the guidelines mentioned on the Team Summary Sheets as well.
4. Give the different certificates to the "Good Team, Great Team and SUPER TEAM."

According to the resources that is found, the researcher decides to use the STAD method in the English speaking classroom in order to develop the English speaking. The STAD method can help the students understand of the speaking process, motivate students have good attitudes towards English learning by using STAD in the classroom.

METHODOLOGY

The purposes of the study were to1) study the students' achievement in English speaking skill before and after using STAD method of the students in M.5/1 at a secondary school, and 2) study the satisfaction of the students in M.5/1 at a secondary school towards the STAD method. The research sample, selected by Simple random sampling technique, comprised 14 students in M.5/1 at a secondary school that they are studying in second semester of 2018.The experimental

research lasted 7weeks and covered 6 teaching lessons, a pretest, 6 practice tests, and a posttest. The 6 lesson plans are implemented through the 6 lessons in New world5 Book namely Communication, Job interview, Advertisements, Food, Superstitions, and Cause and Effect. The formative tests assign students to speak the topic that is divided in a limited time and the given number of words for the speaking. Students need to strictly follow the instructions. The pretest and the posttest assign students to speak the topic that no preparation in a limited time and the given number of words for the speaking.

Definition of terms

The study focuses on the effectiveness of English speaking ability by using STAD Student Teams-Achievement Divisions. Thus, the Terms of the study are defined as follows:

1. English speaking skill means the ability in using English to express the idea, words, pronunciation or feelings into words or phrase in several of situations properly and mannerly. Students can communicate with others through words, structures and culture properly.

2. STAD method (Student Teams Achievement Divisions) means a Cooperative learning strategy in which small groups of learners with different levels of abilities; excellent, fare and weak, work together to accomplish the assignments.

3. Satisfaction means the gratification individually towards the activity.

4. The English speaking assessment and evaluation means to define the rubric score in English speaking test which can classify the students into the levels of speaking ability. That are including pronunciation, grammar, vocabulary, fluency in speaking and communication.

5. Learning Achievement means the English speaking skill which receive through assessment and evaluation from students secondary school.

Research Tools

The tools used for the study are with the purposes of investigating the effectiveness of the English speaking ability by using STAD Student Teams-Achievement Divisions. There are three kinds of tools as follows:

1. The Lesson plan
2. The English Speaking test
3. The assessment of satisfaction that towards the STAD.

RESULT

The table of the processes of the research

Table 1: The table of processes of the research

Class	Lesson plan on "Communication" A formative test 1 on public speaking (%)	Lesson plan on "Job interview" A formative test 2 on public speaking (%)	Lesson plan on "Advertisements" A formative test 3 on public speaking (%)	Lesson plan on "Food" A formative test 4 on public speaking (%)	Lesson plan on "Superstitions" A formative test 5 on public speaking (%)	Lesson plan on "Cause and Effect" A formative test 6 on public speaking (%)
M.5/1	84.75	91.55	96.55	96.8	97.5	98

Table 1 shows that the student's English speaking skill score during learning by using STAD method.

Table 2: The comparison of pre-test and post-test scores after learning by using STAD method

Class	Pre-test		Post-test		The differences	
	Percentage	Mean	Percentage	Mean	Percentage	Mean
M.5/1	72.45	37.54	78.80	41.30	6.35	3.76

Table 2 shows that the student's English speaking skill score after learning by using STAD method was higher.

The result showed that it was a significant difference between the mean scores of Pre-test (M=37.54) and those of the Post-test (M=41.30). The mean of the Pre-test total scores was 37.54, and it increased to be 41.30 for the Post-test. The gained mean scores between the two sets of tests were 3.76 which indicated a significant difference between them.

The criteria for speaking scoring

The criteria for speaking scoring in this research is the Enhancing English speaking skills considering 5 aspects of the speaking competence; pronunciation (10%), grammar (10%), vocabulary (5%), fluency (5%), and compressible communication (10%). The teacher researcher

marks the speaking tasks by herself. Each speaking paper is marked twice, the 2-week gap between the two markings, and then calculate the average score in order to be fair for scoring.

Table 3: The table of the satisfaction by using STAD (Student Teams Achievement Divisions method)

Class	Average score	Levels
M.5/1	4.6	Very high

The table 3 shows that the students' opinions the STAD (Student Teams Achievement Divisions method) are 4.60 of average score and <u>very high</u> level.

The mean of the satisfaction compared to the rubric

Mean	**The levels of satisfaction**
4.51 – 5.00	Very Satisfied
3.51 – 4.50	Satisfied
2.51 – 3.50	Neutral
1.51 – 2.50	Dissatisfied
1.00 – 1.50	Very Dissatisfied

1. The English speaking by using STAD was 72.45/78.80 percent for the formative tests and the posttest respectively, exceeding the expected criterion (70/70). There are some reasons for this result.

2. The students' English speaking ability after studying by using STAD was higher than before studying by using STAD at the 0.05 level.

3. The students' satisfaction after using STAD are excellent.

CONCLUSION AND FUTURE WORK

The English speaking by using STAD is a cooperative learning method for mixed-ability groupings involving team recognition and group responsibility for individual learning. STAD is mostly interpreted to put into practice as 5Steps in the lesson plan that refers to Warm up stage, Presentation stage, Production stage, and Wrap-up stage. The developed method was tested by being used to teach grade 11 students in 6 lesson plans. The result revealed as follows.

1. The English speaking by using STAD was 72.45/78.80 percent for the formative tests and the posttest respectively, exceeding the expected criterion (70/70). There are some reasons for this result.

2. The students' satisfaction after using STAD are excellent.

The purposes of this independent study are to investigate students' improvement in English speaking ability and   interaction   in the class by using STAD and to study students'

reaction in English speaking class with the use of communicative tasks that the teacher researcher is given.

Data were obtained by means of evaluation and observation with regard to students' speaking outcome, their improvement in speaking skills, their interaction and reaction towards English speaking class.

ACKNOWLEDGEMENTS

REFERENCES

AMES, International. Communication in the Classroom: A course for EFL teacher. Melbourne Australia: Communication in the Classroom, 2005.

Ministry of Education (2008), Core Curriculum of Basic Education (A.D.2008), *Ministry of Education*, First Edition, Kurusapa, Bangkok, Pp. 1-10.

Brown, H. D. (2001). Teaching by Principles. An Interactive Approach to Language Pedagogy (2nd Ed). New York: A.W. Longman, Inc

KularbJantasing, 2008. The use of communicative tasks and STAD Technique to improve students' English reading skills.

Carter, R. & Nunan, D. (2001). Teaching English to Speakers of Other Languages, Cambridge: Cambridge University Press.

Nattinger, J.R. "Communicative Language Teaching: A New Metaphor", TESOL Ouaterly. 18(3): 391 – 407; June, 1984.

Celce-Murcia, M. & Goodwin, J. (1991). *Teaching English as a Second or Foreign Language*, Cambridge: Cambridge University Press

Nunan, D. (1999) Second Language Teaching and Learning, *Heinle&Heinle Publishers*, First Edition, Boston, Pp.5-10.

Prasansaph,W. (2009), Task-Based Learning for Oral Communication: A Case Study of Thai EFL Learners, *The University Of Melbourne*, Melbourne.

SEAMEO Regional Language Centre (1995). A Distance Education TEFL Programme: Module Five The Teaching of Writing, *SEAMEO - Canada Programme of Cooperation in Human Resource Development*, First Edition, Singapore, Pp.13-14.

Maurice, K. Convention Paper Thai/Tesol. Bangkok Thailand: Thai/Tesol, 1986. Qin, Z., D.W. Johnson and R.T. Johnson. "Cooperative Versus Competitive

Sharan, S. "Cooperative Learning in Small Groups: Recent Methods and Effects on Achivement, Attitudes and Ethnic Relation", Reviews of Educational Research. 1(50) : 41 – 271; April, 1980

Webb, N.M. "Peer Interaction and Learning in Small Groups," International Journal of Educational Research. 1(3) : 21 – 39 ; May, 1989.

Slavin, Rebert E. Cooperative Learning, Theory, Research, and Practice. United States of America: Allyn and Bacon, 1995.

Harris, (1990). Testing English as a Second Language. New York: McGraw Hill.

Likert. (1961). New Patterns of Management. New York: McGraw-Hill.