JOB SATISFACTION IN MAIN CAMPUS: A CASE OF SUAN SUNANDHA RAJABHAT UNIVERSITY

Miss Jarana Sangthong & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

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

ABSTRACT

Job satisfaction is how employees think and feel about their job which affect their job performance, productivity, and turnover rate. In every higher education organization, it is vital for offices in every department of University to have high job satisfaction to boost up the productivity and improve work effectiveness. Some policy concerning the jobs are productive and many are counter-productive in terms of time, cost, and outcomes. To be successful in terms of the use of high job satisfaction in office, the university needs to have a proper working policy. The objectives of this study were to examine the level of job satisfaction as well as suggest ways to improve campus job satisfaction in the future. This study employed both quantitative and qualitative research technique in order to provide answers for the research questions and research objectives. A total of 120 staff who were in office in various parts of university at the first quarter of the year 2018 was interviewed. Data collection was performed to obtain their information, opinions, and comments. About ten of office staff was selected to conduct an in-depth interview to obtain more insight information of how to improve job satisfaction Statistical description and analysis were done by utilizing SPSS program and Excel program. Percentage, frequency, mean, and standard deviation were used for data analysis and achieving results. The findings of this investigation revealed that the majority of staff who works with other staff in the office had a high level of job satisfaction with a mean of 4.79. Suggestion from the study included to promote the career advancement for both male and female in every office, to create trust and respect among employees and management level, to enhance positive business environment, and to allow effective feedback from employees directly to management level.

Keyword: Job Satisfaction, Main Campus, University, Higher Education

Introduction

In terms of theory, job satisfaction is related to theories of human motivation and human resources. The most important thing about job satisfaction is to measure the feeling of each employee related to their job functions, and working conditions in the office and in the organization. In fact, job satisfaction helps to identify what are important factors that influencing the high productivity and high morale of employees. It is important to study the measurement and factors enhancing job satisfaction in order to find what can be done to get higher employee job satisfaction. Job satisfaction fulfills an individual employee psychological and physiological needs through the organization process. In fact, level of satisfaction of employee is a multidimensional attitude which is about the payment, promotions, co-workers, office rules and norms, supervisor, environment, and so on. These are also the factors that affecting the level of satisfaction in the organization. Certainly, the top level of management and head of human resources can do some important things to improve or increase job satisfaction. For example, the organization may provide positive working environment, giving reward and recognition, involving in employee empowerment and engagement, provide more and better training to increase the potential of workforce, and use feedback to improve working conditions as well as working environment.

In fact, the concept of Job satisfaction is about how employees think and feel about regarding to their job which affect their job performance, productivity, and turnover rate directly and indirectly. In every higher education organization such as many Thai universities,

it is vital and necessary for their employees in offices of every department of University to have high job satisfaction. The benefits of high job satisfaction include to boost up the productivity and improve work effectiveness. Some policy form top management and head of human resources concerning the jobs are productive and many are counter-productive in terms of time, cost, and outcomes. To be successful in terms of the use of high job satisfaction in office and organization in the higher education, the campus of Suan Sunandha Rajabhat University needs to have a proper working policy.

Research Methodology

The main purposes of this study were to investigate the level of job satisfaction of staff in the campus of Suan Sunandha Rajabhat University as well as suggest better ways to improve campus job satisfaction in the future. This study employed mixed method of quantitative and qualitative research technique in order to provide answers for the research questions and research objectives. About 120 staff who were working in office in various parts of university at the first quarter of the year 2018 was interviewed. Data collection was collected to obtain their views, information, opinions, and comments. About ten of office staff was randomly chosen to conduct an in-depth interview to obtain more insight information of how to enhance job satisfaction
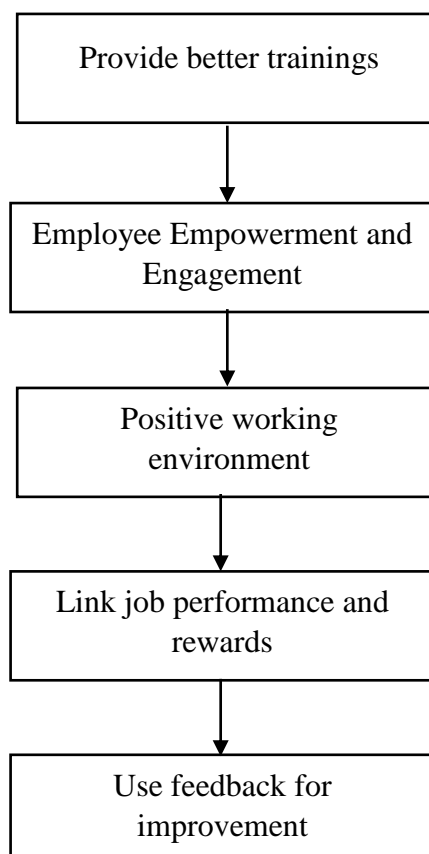
Fig 1. Five Ways to Enhance Job Satisfaction

TABLE 1. IMPORTANCE OF FACTORS OF JOB SATISFACTION IMPROVEMENT

	Mean	S.D.	Rank
Factors			
1. Positive working environment	3.73	0.994	1
2. Link job performance with rewards	3.61	0.851	2
3. Employee empowerment and engagement	3.55	0.799	3
4. Use feedback for improvement	3.52	0.811	4
5. Provide better training programs	3.29	0.641	5

From Table 1, which shows the importance of factors of job satisfaction improvement, reveals the means and standard deviation which can be used to rank each factor according to their importance. First, the majority of respondents agreed that "Positive working environment" was the number one factor of job satisfaction improvement with the mean of 3.73 and standard deviation of 0.994. Second, the majority of respondents agreed that "Link job performance with rewards" was the number two factor of job satisfaction improvement with the mean of 3.61 and standard deviation of 0.851. Third, the majority of respondents agreed that "Employee empowerment and engagement" was the number three factor of job satisfaction improvement with the mean of 3.55 and standard deviation of 0.799. Fourth, the majority of respondents agreed that "Use feedback for improvement" was the number four factor of job satisfaction improvement with the mean of 3.52 and standard deviation of 0.811. Finally, fifth, the majority of respondents agreed that "Provide better training programs" was the number five factor of job satisfaction improvement with the mean of 3.29 and standard deviation of 0.641.

The findings of this surveying also revealed that the majority of respondents who were working with other employees in the various offices had a very high level of job satisfaction with a mean of 4.79 and standard deviation of 0.896. Important suggestion from the respondents or the employees of Suan Sunandha Rajabaht University included the focus to promote the career advancement for both male and female in every office equally, to create important bond or trust and respect among employees and management level, to enhance positive business environment and working conditions, and to allow full feedback from employees to management level directly.

Acknowledgement

References

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

Barsky, J.D. (1992). Customer Satisfaction in the Hotel Industry: Meaning and Measurement. Hospitality Research Journal, 16(1): pp.51-73.

Budsabun, Tanakwan & Panphut Wattana & Chansukh Kitthisak Khlaeo (2019) "Development vegan cookies by using fermented soybean (TEMPEH). Proceeding of ICBTS 2019 Amsterdam.

Chomchom Narumon (2019) Personality Development and Image Improvement: A Case of Internship Students. The ICBTS 2019 London.

Dumrongsuntithum, Chintana & Wongleedee, Kevin (2019) "Benefits of Personality Development Training" Proceeding of the ICBTS 2019 London.

Festinger, Leon (1957). A Theory of Cognitive dissonance. Stanford, CA: Stanford University Press.121

Forman (1986), The impact of purchase decision confidence on the process of consumer satisfaction/dissatisfaction. Unpublished Ph.D. Dissertation, Knoxville: The University of Tennessee. Cited in 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).

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

Somphong Suriyan & Rattamanee Komkrit (2019). "Olympic movement in Thailand" proceeding of the ICBTS 2019 Amsterdam.

Srikanok Busara & Wongleedee Kevin (2019). "Service Quality Improvement for University's Stakeholders" Proceeding of the ICBTS 2019 London.

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.

Tudpet, Sarocha; Srinongnut Kanokkan & Charoenpokaraj Nitinarth (2019) The Study on Species Diversity, Seasonal Status and Similarity of Birds in Salt field Areas in Bang Kaew Sub-District, Muang District, Samut Songkharm Province and Ban Pak Talay Sub-District, Ban Laem District, Phetchaburi Province. Proceedings of ICBTS 2019 Amsterdam.

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.

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.