

THE SATISFACTION OF SERVICE RECIPIENTS TOWARDS THE SERVICE OF THE STUDENT LOAN FUND WORK OF UDON THANI EDUCATION CENTER SUANSUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The purpose of this research was to study the population of service recipients towards the service provision of the Student Loan Fund of the Udonthani Education Center. as well as to study the satisfaction of service recipients towards the service of the Student Loan Fund work of the Udonthani Education Center in 4 aspects, namely service process; service channels service personnel and facilities

This research uses a mixed research methodology, that is, it is a survey of the target group and the data are processed according to statistical methods. To find suggestive conclusions by lecturing according to the research conceptual framework

The research results found that Service recipients are satisfied with all 5 services. Overall, it was at the highest level, 96.6 percent ($\bar{x} = 4.83$). When considering the services in the most and the least aspects, it was found that the service recipients had the highest satisfaction, which was the speed of information service at the highest level, 97.4 percent ($\bar{x} = 4.87$) and communication services between organizations was at the highest level, 96.0 percent ($\bar{x} = 4.80$).

Keywords: The satisfaction, Service recipients, The Student Loan Fund

INTRODUCTION

1. Introduction

Publicizing information and news in the current organization Focus on building a good image for the organization. Build credibility for the organization and satisfy the target group. Which public relations is the form of information that differs depending on each organization that has created a good image for the organization to much. Providing education-related information services, including welfare information to students. It is the main duty and power of the professors and staff in higher education institutions which provides educational information services including information that is welfare for students is one of the important missions of university staff support line. Since the support staff of the university will have an important duty to facilitate students in activities that will be beneficial to students. To make important contributions to support the quality of education management. To be more efficient and effective continuously

Public relations service for information and news of the Student Loan Fund event at present, we rely on many different channels to publicize information to students, for example,

Suan Sunandha Rajabhat University Student Fund website, Suan Sunandha Rajabhat University Student Fund, Facebook page, Line group, Providing services at the counter of the educational service department (Student Loan Fund Department) telephone service which educational services (Student Loan Fund Department) has publicized information through various channels. But there are still some students who do not follow the schedule that has been promoted or according to the example that has been clarified and explained. This resulted in the constant need for document revisions. and delays in approving student loans. (Student Loan Fund Department) must conduct a customer satisfaction survey on the service of the Student Loan Fund work. To obtain information from students for use in improving the service to meet the needs of students. To reduce the error of the result in the delivery of documents in the next order.

For this reason, the Student Loan Fund of the Udon Thani Education Center Suan Sunandha Rajabhat University Therefore, a customer satisfaction survey has been conducted on the services of the Student Loan Fund. in order to have access to information about student groups who wish to borrow. In addition, information on the satisfaction of students who wish to borrow for the Student Loan Fund department of the Udon Thani Education Center Suan Sunandha Rajabhat University. The results of the study can be used as a guideline for developing operations and improving service quality and efficiency in the next step.

1.1 Title of the 2nd level

1. To study the population of service recipients toward the service of the Student Loan Fund of the Udon Thani Education Center.

2. To study the satisfaction of service recipients towards the service of the Student Loan Fund work of the Udon Thani Education Center in 4 aspects, namely service process. service channels service personnel and in terms of facilities.

1.2 Conceptual framework

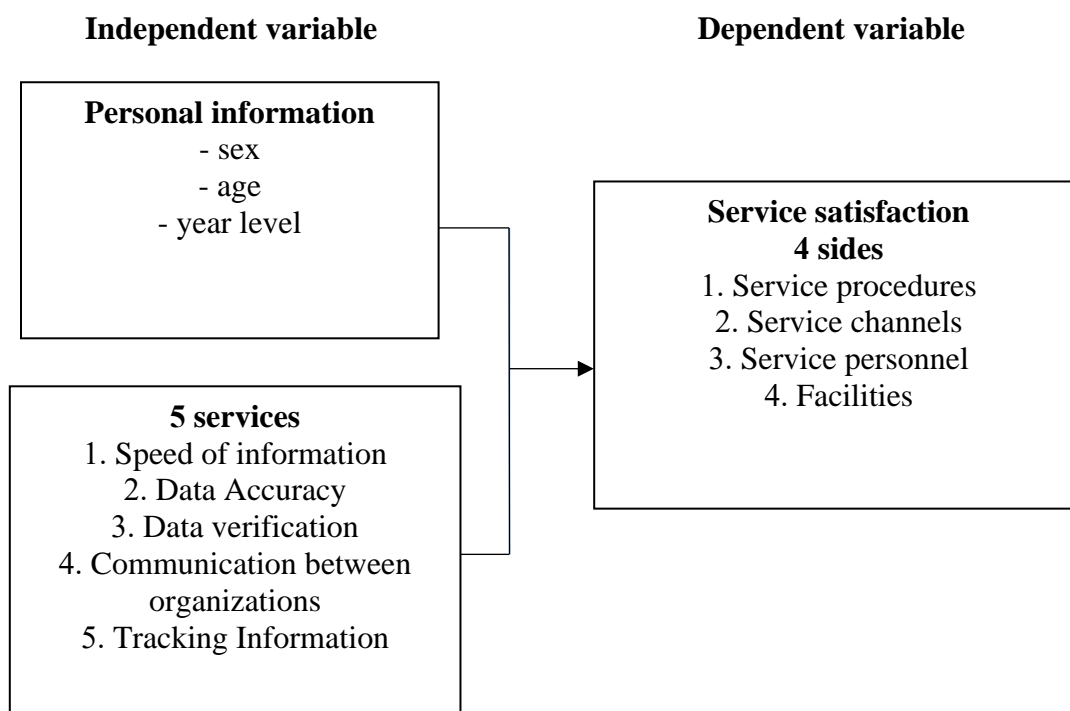


Figure 1 Research this time The researcher aimed to study the satisfaction of service recipients in the student loan fund work of Udon Thani Education Center Suan Sunandha Rajabhat University The concept of development and construction of service quality assessment tools based on the concepts of Parasuraman, Zeithamal and Berry (Parasuraman, Zeithamal, & Berry, 1990) was used as a research framework.

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

This research is a mix-method research using both research methods, that is, it is a qualitative research by studying facts from books, textbooks, relevant research and survey results. They are descriptively analyzed to draw conclusions and find solutions to those problems under research principles. and also a quantitative research (Quantitative Research) on the other hand, that is, there is a survey of opinions from the sample and the data obtained are analyzed to find the mean (\bar{X}) and standard deviation (S.D.) of each answer and each side. The results were then interpreted according to Best and Kahn's criteria (Best & Kahn, 1993).

2.2 Population and samples

The selected sample is representative of the population to be studied. They are students who receive services from the Student Loan Fund of the Udon Thani Education Center. Suan Sunandha Rajabhat University. Which is derived from the sample group in the data survey. By using Taro Yamane's ready-made tables at a confidence level of 95 percent and an acceptable error of 5 percent, the sample size was 68 people.

2.3 Instrumentation

It is a questionnaire to survey the satisfaction of service recipients towards the service of the student loan fund of Udon Thani Education Center Suan Sunandha Rajabhat University. This questionnaire was created in accordance with the objectives set by being closed-ended questions. and is a valuation question. The questionnaire is divided into 2 parts as follows:

Section 1 General information of respondents is a closed-ended question. which has the nature of checking items (Checklist) consisting of gender, age, year level, etc.

Part 2 Information about the level of satisfaction of service recipients in the Student Loan Fund work of Udon Thani Education Center Suan Sunandha Rajabhat University. Classified according to the level of satisfaction divided into 5 levels by creating a questionnaire as a Rating Scale, which covers 4 aspects of satisfaction with the service as follows:

1. Service procedures
2. Service channels
3. Service personnel
4. Facilities

In measuring the level of satisfaction, it was a Rating Scale questionnaire according to the Likert Scale, with weights assigned into 5 levels, namely, most, most, medium, least and least. which determines the value of the comment level.

2.4 Testing quality of research instrument

2.4.1 Content validity

Collecting data from survey-based questionnaires with a working group for collecting data from groups such as those who use the service are as follows:

1. Distribute the questionnaire and clarify and explain how to answer the questionnaire correctly to the respondents. Including clarifying the objectives of this research.
2. Collect data from all manual questionnaires.
3. Take the questionnaire to check for accuracy and count the number equal to the number of samples. In case the questionnaire is incomplete or incomplete The researcher has distributed the questionnaire again. to get complete information
4. The questionnaire was analyzed and processed according to statistical methods.

RESULTS AND FINDINGS

3. Results and Findings

3.1 General information

For convenience in presenting data analysis results. The researcher has brought abbreviations and statistical symbols as follows.

\bar{X} = Mean Score(Means).

S.D. = Standard Deviation.

N = Number of people in the sample.

The presentation of the value () of the level of customer satisfaction towards the service of the Student Loan Fund work of Udon Thani Education Center Suan Sunandha Rajabhat University. Considered by the average of the scores obtained from the questionnaire compared to the average scores according to the criteria as follows:

Average	Score Interpret
4.51 - 5.00	were satisfied with the service at the highest level.
3.51 - 4.50	Satisfaction with the service at a high level
2.51 - 3.50	were moderately satisfied with the service.
1.51 - 2.50	have a low level of satisfaction with the service
1.00 - 1.50	have the least level of satisfaction with the service.

3.2 Results

Results of satisfaction of service recipients towards the service of the Student Loan Fund work were shown in table 1-5.

Table 1: Mean, standard deviation, percentage and satisfaction level of service recipients (n=68).
Data speed service.

List	Percentage	\bar{X}	S.D.	Interpret
1. service process	93.2	4.66	0.25	The most
2. service channels	92.4	4.62	0.34	The most
3. service personnel	92.2	4.61	0.33	The most
4. Facilities	92.5	4.63	0.23	The most
Total	92.5	4.63	0.17	The most

As shown in table 1, It was found that the service users were satisfied overall. was at the highest level, 92.5 percent ($\bar{X} = 4.63$). service process get maximum satisfaction was at the highest level, 93.2 percent ($\bar{X} = 4.66$), followed by facilities were satisfied at the highest level, 92.5 percent ($\bar{X} = 4.63$) and service channels Satisfaction was at the highest level, 92.4 percent ($\bar{X} = 4.62$).

Table 2: Mean, standard deviation, percentage and satisfaction level of service recipients (n=68).
Data integrity services.

List	Percentage	\bar{X}	S.D.	Interpret
1. service process	92.6	4.63	0.31	The most
2. service channels	92.4	4.62	0.35	The most
3. service personnel	93.0	4.65	0.32	The most
4. Facilities	93.4	4.67	0.25	The most
Total	92.8	4.64	0.20	The most

As shown in table 2, It was found that the service users were satisfied overall. was at the highest level, 92.8 percent ($\bar{X} = 4.64$). Facilities get maximum satisfaction was at the highest level, 93.4 percent ($\bar{X} = 4.67$), followed by service personnel were satisfied at the highest level, 93.0 percent ($\bar{X} = 4.65$) The highest level, 92.6 percent ($\bar{X} = 4.63$)

Table 3: Mean, standard deviation, percentage and satisfaction level of service recipients (n=68).
Data verification services.

List	Percentage	\bar{X}	S.D.	Interpret
1. service process	93.0	4.65	0.26	The most
2. service channels	92.8	4.64	0.28	The most
3. service personnel	92.6	4.63	0.29	The most
4. Facilities	93.4	4.67	0.25	The most
Total	93.0	4.65	0.15	The most

As shown in table 3, It was found that the service users were satisfied overall. was at the highest level, 93.0 percent ($\bar{X} = 4.65$). Facilities get maximum satisfaction was at the highest level, 93.4 percent ($\bar{X} = 4.67$), followed by the service process, was satisfied at the highest level, 93.0 percent ($\bar{X} = 4.65$), and the service channel was satisfied. was at the highest level, 92.8 percent ($\bar{X} = 4.64$)

Table 4: Mean, standard deviation, percentage and satisfaction level of service recipients (n=68).
Inter-organizational communication services.

List	Percentage	\bar{X}	S.D.	Interpret
1. service process	93.2	4.66	0.21	The most
2. service channels	93.6	4.68	0.27	The most
3. service personnel	93.4	4.67	0.31	The most
4. Facilities	91.4	4.57	0.33	The most
Total	92.8	4.64	0.17	The most

As shown in table 4, It was found that the service users were satisfied overall. was at the highest level, 92.8 percent ($\bar{X} = 4.64$). service channels get maximum satisfaction was at the highest level, 93.6 percent ($\bar{X} = 4.68$), followed by service personnel Satisfaction was at the

highest level, 93.4 percent ($\bar{X} = 4.67$). Satisfaction was at the highest level, 93.2 percent ($\bar{X} = 4.66$).

Table 5: Mean, standard deviation, percentage and satisfaction level of service recipients (n=68). Data tracking services.

List	Percentage	\bar{X}	S.D.	Interpret
1. service process	92.8	4.64	0.25	The most
2. service channels	93.2	4.66	0.30	The most
3. service personnel	93.4	4.67	0.29	The most
4. Facilities	92.6	4.63	0.26	The most
Total	93.5	4.65	0.18	The most

As shown in table 5, It was found that the service users were satisfied overall. was at the highest level, 93.5 percent ($\bar{X} = 4.65$). service personnel get maximum satisfaction was at the highest level, 93.4 percent ($\bar{X} = 4.67$), followed by service channels Satisfaction was at the highest level, 93.2 percent ($\bar{X} = 4.66$) and in the service process. Satisfaction was at the highest level, 92.8 percent ($\bar{X} = 4.64$).

CONCLUSION

4. Conclusion

4.1 General information

The results of the customer satisfaction survey towards the service of the student loan fund of Udon Thani Education Center Suan Sunandha Rajabhat University The sample group was students who used the services of the Student Loan Fund of Udon Thani Education Center Suan Sunandha Rajabhat University from the total population of 82 people a total of 68 samples were obtained. is at the level of 96.6 percent, with a score of 10 as in the following table

Table 6: Summarize scores of service quality of student loan fund work of Udon Thani Education Center Suan Sunandha Rajabhat University

Service quality	Mean	Satisfaction level (Percentage)	Grade level
1. Service work data speed service	4.83	96.6	10
2. Service work Data integrity services	4.87	97.4	10
3. Service work Data verification services	4.85	97.0	10
4. Service work Inter-organizational communication services	4.80	96.0	10
5. Service work Data tracking services	4.81	96.2	10
Total	4.83	96.6	10

DISCUSSION

5. Discussion

As shown in table 6, it was found that the sample group of students were satisfied with the speed of information service at the level of 96.6 percent, getting a score of 10. The accuracy of the information service. was at the level of 97.4 percent, scored at the level of 10. Satisfaction with data auditing services is at the 97.0 percent level with a score of 10 satisfaction with communication services between organizations was at the level of 96.0 percent, the score was at the level of 10, and the satisfaction of the information tracking service was at the level of 96.2 percent, scored at the level of 10, reflecting the current service of the Student Loan Fund Responding to student plaintiffs But if you observe, you will find that there are still some samples who are not satisfied with the service. Therefore, the service should be developed to be even better.

SUGGESTIONS

6. Suggestions

1. Policy recommendations

1.1 Udon Thani Education Center Suan Sunandha Rajabhat University. Emphasis should be placed on providing comprehensive student loan fund services, namely the Udon Thani Education Center. Suan Sunandha Rajabhat University. There should be more authority in administering student loan funding services. without having to wait for approval in all matters from Suan Sunandha Rajabhat University.

1.2 Approval of student loans of the students of the Udon Thani Education Center should be reviewed and approved in a timeframe not different from Campus or educational center Other.

2. Suggestions for further research

2.1 Should study and survey student affairs satisfaction in other areas. in order to apply the results or modify the service model that meets the needs of the students.

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