# UPGRADING EDUCATIONAL SERVICES OF THE FACULTY OF HUMANITIES AND SOCIAL SCIENCES, SUANSUNANDHA RAJABHAT UNIVERSITY

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**Abstract—** This article is aimed to develop the service system for education and create satisfaction of service and improve the quality of education services to meet the standard. This can be defined as the student of the faculty of humanities and social sciences opinionated and showed the high level of satisfaction toward educational services staff working performances. A Study of Student Satisfaction with the Administration of Suan Sunandha Rajabhat University The results are as follows: The first part of the teaching and learning management of the university is the curriculum. Instructor Media / Instructional Facilities for Secondary Teaching and Learning Services The university services include the provision of academic services in the field of general services and thesis / theses. (Graduate only) Both students and graduates have overall satisfaction.

**Index Terms**— Upgrading, Educational Services and faculty of Humanities and Social Sciences

## I. BACKGROUND AND SIGNIFICANCE

At present, Thailand has accelerated its development in order to achieve significant changes in terms of social and cultural which are more organized, economy which must be developed and recovered rapidly, and political conflicts after experiencing economic problems. These changes are going in the right direction, it is necessary to develop the people in the country by educating them. Because education is a process of empowering people in various fields to respond to changing situations, the teaching and learning process of the National Education Act BE 2542 has focused on the teaching and learning of the students. They should have the ability to learn and develop themselves. In education, it is necessary to encourage learners to develop their potential to the fullest. The management of the educational environment provided by the educational institution to the students influences the change in learning behavior. Therefore, educational institutions need to accelerate the development of educational services and management in various fields to be suitable for the learning environment in order to produce graduates who have the desired characteristics of the labor market and live happily in society.

Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University is an educational support organization under the Office of the Higher Education Commission. It has the duty to provide educational services to students, faculty and other organizations with the primary objective of providing services in academic, teaching, and information services of the highest quality and performance by performing duties in accordance with the Faculty Philosophy indicating Sustainable Development to Universal Level. It also provides the mission of providing education services to the fullest to provide a database of educational services through the Internet to be more accurate and complete, so that administrators, teachers, students can find relevant information. Moreover It has a mission to manage the information to develop and improve the system to operate quickly and efficiently, as well as providing equipment to provide modern services and sufficient to meet the needs of use. There are 34 operating personnels, and 14 undergraduate courses, and approximately 5,444 of students use the educational services here. Providing quality service and welfare to the students is the responsibility of the education service department to ensure that all of them are satisfied. The quality service and welfare to all students need to be improved the quality of service to meet the standards. This will bring good quality of service, student satisfaction, and improving the quality of work. The researcher selected the research to improve the service level of the Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University, aiming to develop the quality of services to be the best and to work in the same direction, which will result in both service users receiving fast, equitable and fair services in order to meet the highest satisfaction. Workers can perform effectively and meet the needs of everyone.

## II. OBJECTIVES

1. To develop the service system for education and create satisfaction of service.
2. To improve the quality of education services to meet the standard.

3. Research Methodology (Sample, method, setting, duration, data analysis)

This research is a survey research on the satisfaction of students in the service of education management of

the Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University.
The method is divided into steps as follows.
1. The population and the sample.
2. The creation of research tools.
3. Data collection.
4. Statistics used in data analysis.

**Population and sample**
Population includes undergraduate 2,800 students in Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University, and the samples are 350 students in Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University. The sample size was calculated from the table of Taro Yamane using Simple Random Sampling.

**Tools used in research.**
A study on the enhancement of education services in the Faculty of Humanities and Social Sciences Suan Sunandha Rajabhat University has the following methods.

The quantitative data was a questionnaire developed by the researcher. The questionnaire was composed of 3 parts.

Part 1 is a questionnaire about personal status, ie gender and year. The questionnaire is check list.

Part 2 is a questionnaire that determines the level of student satisfaction in the educational services of the Faculty of Humanities and Social Sciences. Suan Sunandha Rajabhat University The questionnaire will be used to ask the personnel, the operations, the convenience, the speed of operation, the human relations of the personnel, the service provider, the service satisfaction, the rating scale (Rating Scale). Choose 5 levels: Very High,Much,Moderate,low,Minimal

Part 3 Feedback suggestions include open-ended questions.

1. Bring the average score of each item and each item against the interpretation criteria to rank the average score on satisfaction. (Boonsomsri and Boonsong Nilkaew, 1992). The scores are as follows.

| | |
|---|---|
| Average 4.51 - 5.00 | Highest level of satisfaction |
| Average 3.51 - 4.50 | Very satisfied |
| Average 2.51 - 3.50 | Moderate satisfaction |
| Average 1.51 - 2.50 | Less satisfaction |
| Average 1.00 - 1.50 | Minimum level of satisfaction |

2. The data were analyzed by statistical methods using SPSS program and then studied for the purposes of the study.

3. It is suggested that the question is open-ended.

**Data collection**
The researcher sent the questionnaire to the sample students in Faculty of Humanities and Social Sciences, Suansunandha Rajabhat University, academic year 2016. The questionnaires were collected by researcher and the team

**Statistics used in data analysis.**
The following statistics are used for data analysis.
1. Analyze the data of the respondents. The statistics used in the analysis are frequency, percentage.
2. Analyze the students' satisfaction levels in educational management services of the Faculty of Humanities and Social Sciences the statistics used in the analysis were the mean and standard deviation.
3. In the case of the open question, feedback from the open-ended questionnaire would be used to synthesize the text or summarize it into issues.

## **4.** Results
From the study "Improving Educational Service at the Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University", the observation was conducted through sample questionnaires totaling 350 sets presented in descriptive tables as follows.
The basic background of responders consisted of gender, years of study, and types of students that were analyzed by descriptive statistics – frequency and percentage as below.

**Table No. 1: The number and the percentage of personal background in emphasis of gender.**

| Gender | Amount | Percentage |
|---|---|---|
| Male | 100 | 28.60 |
| Female | 250 | 71.40 |
| Total | 350 | 100.00 |

From the Table No. 1, most of the responders were female students as 71.40% while male students were 28.60%

**Table No. 2: The number and the percentage of personal background in emphasis of years of study.**

| University Year | Amount | Percentage |
|---|---|---|
| first-year | 112 | 32.00 |
| second-year | 92 | 26.30 |
| third-year | 90 | 25.70 |
| fourth-year | 56 | 16.00 |
| Total | 350 | 100.00 |

From the Table No. 2, most of the responders were 1st year students as 32% followed by the 2nd year students (26.30%), the 3rd year students (25.70%), and, the least, the 4th year students (16%).

**Table No. 3: The number and the percentage of personal background in emphasis of types of students.**

| Type of students | Amount | Percentage |
|---|---|---|
| Regular | 328 | 93.70 |
| Flexible | 22 | 6.30 |
| Total | 350 | 100.00 |

From the Table No. 3, 93.70 % of the responders was full-time student, and remaining 6.30% was independent students.

The Level of Satisfactory of the Services

**Table 1 Mean and standard deviation on the satisfaction with the service**

| Service provision | $\bar{x}$ | SD | Level |
|---|---|---|---|
| 1. Sufficient number of staff | 2.38 | 0.583 | Low |
| 2. Work proficiency and the comprehensive communication of staff | 4.19 | 0.916 | High |
| 3. Staff in charge of servicing students | 4.18 | 0.886 | High |
| 4. Staff responsible for providing services and problem solution to students immediately with organized procedures | 4.68 | 0.646 | Highest |
| 5. Convenient location of service providing sufficient seats | 3.45 | 0.720 | Moderate |
| 6. Staff advising required documents | 4.07 | 0.984 | High |
| 7. Polite and caring staff | 4.10 | 0.897 | High |
| 8. Up-to-dated service technology | 3.48 | 0.825 | Moderate |
| 9. Reliable and effective service | 4.11 | 0.987 | High |
| 10. Providing services suitable for all stages and organized service system. | 4.53 | 0.763 | Highest |

From the tables, the study "Upgrading Educational Services at the Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University" affected the working performances of the educational service staff. They were eager to provide services to students immediately upon requests with the stages of communication. The services provided suitable for all procedures and service system was the most satisfied followed by how understanding of the staff to work and communicated with service users. The staff providing facilities to students with reliability and effectiveness was highly satisfied.

## CONCLUSION

The student of the faculty of humanities and social science opinionated and showed the high level of satisfaction toward educational services staff working performances Corresponding to the research of Bannason Santhan (2012) Satisfaction of students toward the administration of Suan Sunandha Rajabhat University. A Study of Student Satisfaction with the Administration of Suan Sunandha Rajabhat University The results are as follows: The first part of the teaching and learning management of the university is the curriculum. Instructor Media / Instructional Facilities for Secondary Teaching and Learning Services The university services include the provision of academic services in the field of general services and thesis / theses. (Graduate only) Both students and graduates have overall satisfaction. Very high

## 5. Implications

The educational service is aimed to be improved as One Stop Service for students allowing quicker and more convenient services based on the information from the study.

## 6. The impact of changing the way it works

The results of this research show that when the job distribution is responsible or the job is changed or taught to the people in the unit to work together, the early stages. May have some problems. After a few minutes of work, the staff was able to work well together.

## 7. Success Factors

1) is supported by universities / administrators who support the development of routine work in research.

2) The researcher is the staff of the Faculty. Knowledge in the work needs to develop the development of potential human resources support staff in the Faculty of Humanities and Social Sciences. Suan Sunandha Rajabhat University You can create a manual for managing and developing your own.

3) The administrators and staff of the Faculty of Humanities and Social Sciences cooperated in answering the questionnaire for information in the research. This research completed.

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