

# Satisfaction of Students and Staff towards the Development of Credit Transfer Service at Suan Sunandha Rajabhat University

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**Abstract**—The research focused on two main objectives: 1) to study the satisfaction level of credit transfer service of Education Service Division, Suan Sunandha Rajabhat University; and 2) to development and improve the service. The data was collected via an on-line questionnaire from 1,221 students and staff who accessed the service during November 2013 through August 2014. The statistical tools used for data analysis were mean, standard deviation and percentage. The outcomes of the research were that the students and staff employed the service via on-line page; the service satisfaction was at high levels in all aspects-the completion of information, the appropriateness of information display format, the usage convenience, the up-to-date information and the service efficiency (in term of time uses.) According to the statistical analysis, mean was at 4.02; and SD was at 0.92-this meant that the service was reliable and satisfied. It was also found that credit transfer service was very important and required better efficiency.

**Index Terms**—satisfaction, service development, credit transfer, service receiver

## I. INTRODUCTION

Undergraduate management is a very important process to create and produce good-quality human resources for the society. Thailand, as a developing country, needs potential citizen to drive the country ahead, both domestically and internationally. According the National Education Act, public and private universities have to provide the best support to all students without any discrimination.

According to the 2002 act, 3 types of education: formal education, non-formal education and informal education; were listed. Learners from all types can transfer credits they have earned to their current education, no matter those credits are from the same or different schools. This is to create convenience and inspiration among students to continue their study and in lieu of life-long learning concept.

Credit transfer service at Suan Sunandha Rajabhat University is under the responsibility of the Academic Service Division, providing assistance and support to students who want to carry on their credit transfer. IT has

been employed to help assist the service on-line, including guideline and information for credit transfer. Request and submission can also be done via on-line; meanwhile, the division staff will continue the process manually; coordinating with faculties, checking documents and considering the approval.

According to the operation, the credit transfer process has encountered some constant problems, especially the inconsistency of the staffs-in-charge of the requests. Consequently, this caused and affected the process and wasted the time. From those being mentioned, the research team came up with the idea to examine the guideline to improve the service and utmost facilitate the students.

## II. RESEARCH CONCEPT

The related literatures have been reviewed based on the National Education Act – prior credit earned at all types of education can be transferred at the equivalent level [1]. Level of satisfaction, theories and afore studies are also considered.

### A. Ideas and Theories about Satisfaction, and the Meaning of Satisfaction

A variety of definitions and meanings of “satisfaction” were found. Here were some related to the study.

K. Arunsukruje mentioned in her study that: “We can’t see the figure of satisfaction. We can only notice one’s satisfaction by observing the complicated action. Satisfaction is created from arousing one’s interest.” [2]

In terms of meaning, satisfaction can refer to feel like a welcome willingness; or a person's attitude towards something. Satisfaction occurs when it is responded physically and psychologically responds [3].

V. Yanugon’s *Human behavior on the environment* stated that – “satisfaction gives up our feelings and relationship with the world, about the meaning of the environment. The feeling of the person with the environment is different, like a bad feeling - well pleased - not interested - not interested.” [4]

Satisfaction, by L. Champatap from *Psychology of motivation* refers to the need to achieve a goal; behaviors, of happiness or the notice of sight presented by words and expressions [5].

Moreover, O. Sujai's *Satisfaction of the service users on the services of the Telephone Organization of Thailand* illustrated that – "satisfaction refers to the feeling or attitude of individuals towards one in terms of valuation; a feeling or attitude of anything that is in a positive or negative way." [6]

*Theoretical Methodological Issues in Sociological Studies of Consumer Satisfaction with Medical Care. Social Science and Medicine* of L. N. Aday and Anderson, discussed the theoretical categories with respect to the satisfaction of the customers and suggested that to please the customers in terms of service, it is important to evaluate systems for accessing the service thoroughly. [7]

A. Pomthong's *Research on Satisfaction of stakeholders to manage the environment in basic education* has discussed on the satisfaction level or stage of feeling that positive and negative attitude came from the perception of characteristics of service providers they encountered with, including the management system and the relationships appeared with colleagues [8].

### B. Elements of Satisfaction

J. Dachaku, V. Punitanui, and S. Ganoram has stated that elements of satisfaction with the service involved in the process between service providers and service recipients as a result of the perception and evaluation of quality of service in which the client should expect to receive and what the recipient actually received the services. The level of satisfaction may not be varied according to the different periods offered. [9]

1. The perceived quality of service. Customers would recognize that the product has been characterized by a commitment to the business of each service as it should be much.

2. The perceived quality of service offerings. Customers will recognize that the methods presented by the service provider have the right extent.

The behavior of the service receiver can be assessed according to the role of and responses from service providers in the areas of responsibility, language interpretation and practice of service. This concern is the satisfaction of customers with true hospitality service.

### C. Satisfaction Measurement

There are several ways to measure satisfaction level.

A questionnaire is one of the efficient and effective tools to figure out opinions which can be created either in the form of closed or open questions. On the other hand, an interview is another tool. However, good technique and skills are needed to find out the right information. Additionally, observation can also be used to find out about satisfaction by considering the tone, action and reaction. [10]

The satisfaction of the service can be measured in any matter that would vary according to the purpose of the study. However, in this study, the methods used for collecting data are as follows.

1. An interview: the study is based on interview with a set of questions. It has been tested to determine the

accuracy and confidence. The interviewers explained the respondents to make them understand the purposes, rationale, details and expectation.

2. A questionnaire: The questions are tested in terms of the accuracy and confidence. Satisfaction found is a state that has continuity. Therefore, creating a rating scale of a questionnaire is very important. [11]

### D. Theories Concerning Service

Service means the attempt to serve and help to make the users satisfied. [12]; Service is a set of action created by people's interaction in order to bring satisfaction. [13]

### E. Literature Related

According to the study *Satisfaction of People in Service of Environmental Development in Chachoengsao*, it has clarified that the satisfaction in all areas were in the high range of satisfaction: academic, community relationship, management, and physical condition of the area. The statistical significance was at 0.05 in this research. [14]

The Study on Customer Satisfaction in the Service of the Registration and Measurement at High School explained its results that satisfaction of the students overall was high. The standard deviation is considered acceptable for all items. The maximum mean was greeting with polite and welcome service. Administration satisfaction overall was high, having providing a better understanding and content advice were at the highest level, followed by willingness to serve, enthusiastic welcome, and taking care of the visitors. In addition, there were some points affected the level of satisfaction; for example, the service is scheduled and announced timely and accurately; male and female students had different perception with the level of .05 statistical significances; greeting with polite and sincere smile. The analysis of variance of satisfaction was not significantly different compared to 0.05 for the pair. [15]

## III. OBJECTIVE

1. To study the satisfaction level of students towards credit transfer service.
2. To develop and improve the service.

## IV. RESEARCH SCOPE

1. Study field: this research focuses on the satisfaction levels of students and staff using and applying the credit transfer service.
2. Content of the research: the research aimed to the satisfaction in
  - The complete information
  - The appropriate information display format
  - The convenient usage
  - The up-to-date information
  - The fast service
3. Time frame: the research took place from November 2013 to August 2014.

## V. EXPECTED BENEFIT OF THIS RESEARCH

The result from this research is expected to be shown to the division about how satisfied the students are with the service, so the division can improve and make the best service for students onward.

## VI. METHODOLOGY

### A. Concept

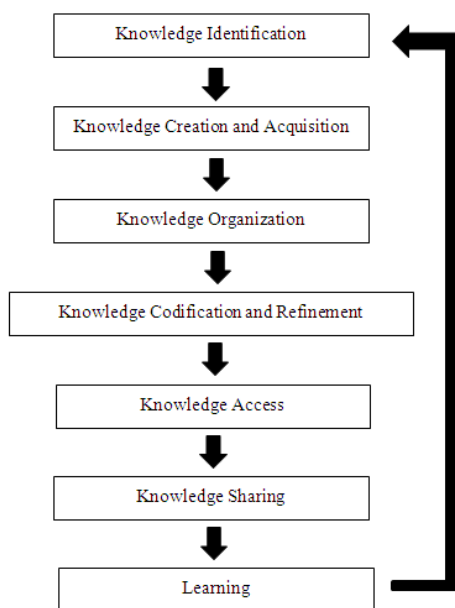


Figure 1. Knowledge management [16]

In Fig. 1, the process is one that will help organizations understand the steps that caused the knowledge management process. Or for the development of knowledge that takes place within the organization consists of seven steps.

1. Knowledge Identification - It is considered that the vision / mission / goal are to achieve a goal. We need to know what.

2. Knowledge Creation and Acquisition - The creation of new knowledge, exploring knowledge from outside, keeping the old knowledge, and getting rid of knowledge is no longer valid.

3. Knowledge Organization - A structured knowledge to prepare the retention of knowledge and the future system are conformed.

4. Knowledge Codification and Refinement - Improve the standard document format, using the same language and updating content are constructed.

5. Knowledge Access - It gives users to access the knowledge they are looking for simply and easily via information technology (IT), Web board, and networking.

6. Knowledge Sharing - Cases are done by explicit knowledge may be documented; or employed via information technology or in case of Tacit Knowledge Systems - cross-functional teams, quality and innovation activities, community learning, mentoring system, switching tasks, loans, the knowledge exchange.

7. Learning - Learning process should be a part of the job, having learning system to study, to use, and to experience new and renewable on continuous basis.

### B. Population and Sample Group

1. The population in this research was 7,520 students and staff from all faculties and programs in the university.

2. The sample group was selected by the sample random sampling. Finally, there were 1,221 samples taken as sample group.

### C. Research Tool

This research used a questionnaire as the tool to collect data. There were 3 parts of questions in the form.

Part 1 consisted of general questions about the respondents. The questions were closed ended questions in the check-list layout. It consisted of:

- Gender
- Age
- Marital Status

Part 2 consisted of the satisfaction level of the credit transfer service.

- The questions were divided into 5 sub questions.
- Choices of answers were the 5-scale rating - number 5 means the most and 1 means the least.

Part 3 were the open-ended questions where participants can put suggestions and comments.

### D. Data Collection

After collecting all information, the research team took all the answers to be analyzed by SPSS program (Statistics Package for the Social Science). The questionnaire data was done online.

### E. Data Analyzing

All data was analyzed by mean, standard deviation and percentage.



Figure 2. Focus group

In Fig. 2, Knowledge summary of satisfaction of students and staff in the development of university transfer credits are presented and discussed.

## VII. RESULT

The satisfaction level of the transfer system survey is presented. The result of the research is shown in the table below:

TABLE I. MEAN AND STANDARD DEVIATION SATISFACTION OF STUDENTS AND STAFF TOWARD THE DEVELOPMENT OF CREDIT TRANSFER SERVICE SUAN SUNANDHA RAJABHAT UNIVERSITY.

| No.                      | Satisfaction areas   | Satisfaction Score) $\bar{x}$ = (mean value) | S. D. | Evaluation       |
|--------------------------|--|--|-------|------------------|
| 1                        | Completeness: there is completeness information in the system.                 | 4.06   | 0.86  | Highly satisfied |
| 2                        | Appropriation: the layout and format display on the system is appropriate.     | 4.05   | 0.84  | Highly satisfied |
| 3                        | Convenience: the system is easy to use and not complicated.                    | 4.04   | 0.92  | Highly satisfied |
| 4                        | The up-to-date: information is updated frequently                              | 3.99   | 0.92  | Highly satisfied |
| 5                        | Fast service: users can access and search for the desired information quickly. | 3.97   | 1.02  | Highly satisfied |
| Total satisfaction score |  | 4.02   | 0.92  | Highly satisfied |

From Table I, Students and staff to using the credit transfer service were satisfied with the online credit transfer in all 5 areas. The total mean value was 4.02, and the SD was 0.92, which indicated that the satisfaction was at the high level.

### VIII. SUMMARY

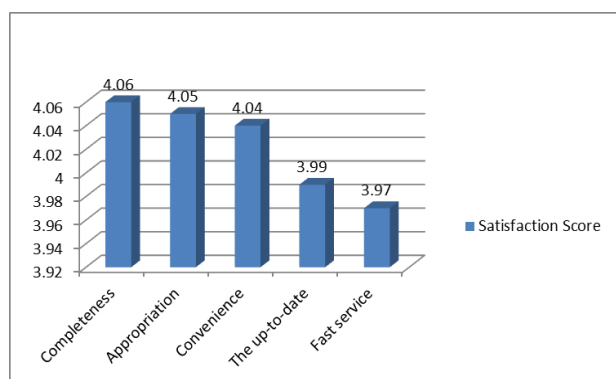


Figure 3. Satisfaction of students and staff toward the development of credit.

In Fig. 3, Students and staff using the credit transfer service were satisfied with the online credit transfer in all 5 areas. The total mean value was 4.02, and the SD was 0.92, which indicated that the satisfaction was at the high level. The area received the highest score was the completeness of information which received 4.06; meanwhile, the area which received the least score was the fast service, which received only 3.97.

### IX. DISCUSSION

Considering each area of service, it can be clarified and discussed as below.

1. Completeness: the information in the system is complete and nothing is missed. This area received the highly satisfaction level ( $\bar{x} = 4.06$ )

2. Appropriation: the display of information was appropriate and in the right format. This area received the high satisfaction level ( $\bar{x} = 4.05$ )

3. Convenience: the system is not complicated and easy to use. This area received the high satisfaction level ( $\bar{x} = 4.04$ )

4. The up-to-date of information: all information is updated frequently. This area received the high satisfaction level ( $\bar{x} = 3.99$ )

5. The fast service: users can access and search for desired information quickly. This area received the high satisfaction level ( $\bar{x} = 3.97$ )

The improvement and development of credit transfer service of the Division of Education has received the good feedback from students and staff. 85% of users were happy with the service and felt that the system was effective and reliable.

The findings appear to be consistent with the account of the act or practice and relevant to users. The individual can access it conveniently.



Figure 4. Knowledge sharing

From Fig. 4, presentation on the development of credit transfer at KM Show Share Exhibition at Suan Sunandha Rajabhat University

### X. SUGGESTIONS

1. The future research should expand to more fields of service.

2. The level of service usage should be put in the questionnaire.

3. The achievement of online credit transfer should be focused.

4. The study concerning the service requirement of the users should be put in future model of study.

### ACKNOWLEDGMENT

The author would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for the financial support.

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