

# **SERVICE QUALITY ONE STOP SERVICE, REGISTRATION AND EVALUATION WORK OF THE ACADEMIC DEPARTMENT UDON THANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY**

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## **ABSTRACT**

The purpose of this data study is to study the quality of the single-point service, registration and evaluation of the academic department as a whole and individually in 3 aspects, namely service process; service personnel and in terms of location and facilities To compare the quality of students toward the one-point service work of the Udon Thani Provincial Education Center. Registration and evaluation department overall and by area classified by sex, year of study, field of study. The samples used in this study were 250 undergraduate students of Udon Thani Province Education Center in all fields of study. The data collection tool was a 5-level questionnaire. The statistics used in the data analysis were descriptive statistics. It consists of frequency, percentage, mean and standard deviation.

The results of this research Service quality One stop service, registration, and evaluation of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University Which was collected with a group of 250 samples by dividing the results of the research study into 2 parts as follows

Male and female students had no difference in opinions on the quality of one-point service for registration and evaluation of academic affairs at the Udon Thani Education Center in each and every aspect. Students studying in different years had no different opinions on the quality of single-point service, registration and academic evaluation, Udon Thani Province Education Center. Students in Logistics Management, Tourism and Service Industry Management, Political Science and Trade Management had their opinions. As for the quality of one-point service, the registration and evaluation of academic departments at the Udon Thani Education Center were no different.

**Keywords:** Service quality means the delivery of good services

## **INTRODUCTION**

### **1. Introduction**

Udon Thani Provincial Education Center There is a One Stop Service point service with a service process that is somewhat complicated to provide student services that are convenient, fast and easy to manage. therefore came up with an idea to improve and develop work processes Service aspect One Stop Service point of the Udon Thani Education Center which such services Considered an important process from a small point. This point can create service satisfaction for

those who come in contact. It also builds trust, warmth, and friendliness, as well as the impression of visitors. And the results of this research will be useful to executives. Service personnel Students who come to use the service, including outsiders who come to use the service. In terms of student services Udon Thani Education Center Suan Sunandha Rajabhat University has provided a one-stop service, which is a new service system that has been used since the academic year 2019. One-point service. It brings together all related services to provide services in the same place. In a way that tasks are immediately handed over to each other or completed in one step. Which is divided into 3 service groups as follows

1. Public relations work Responsible for providing information in initial contact as well as providing public relations information for the course new student recruitment including coordinating Facilities for visitors.

2. Assessment Registration Section Academic Affairs is responsible for providing document issuance services important in education enrollment follow-up register and information system student.

3. Finance: responsible for the payment of various fees of the Udon Thani Education Center.Suan Sunandha Rajabhat University service process. It was found that students still lacked a clear understanding of how to access services. I don't know if some services such as adding and withdrawing subjects, transferring study units, and Failure of students to comply with the academic calendar for payment of fees once the deadline has passed, some operations cannot be performed. Because students will have status Termination of student status, such as enrollment viewing results in the system large.ssru.ac.th request for important educational documents Students must complete the payment of registration fees first. Student status will return to normal status Problems in filling out application documents for various services of several visitors still need some advice from working personnel may cause delays in contacting for service according to various procedures service personnel Problems were found with personnel working with Constantly changing due to job relocation or resignation cause intermittent operation Regarding the location and facilities, it can be concluded that there is no system for queuing for service. A computer that serves students in checking their grades. Graduation check is not enough And the service point to print documents for students is not enough.For the above reasons, The researcher is therefore interested in studying the opinions of students towards service work.One point registration and evaluation work, Academic Department, Udon Thani Education Center Suan Sunandha Rajabhat University Overall and in three aspects: service process service personnel and in terms of location and facilities The result of this research. It can be used as information for considering the improvement of the system. Providing services of the single-point service of Suan Sunandha Rajabhat University to be more efficient to create maximum satisfaction for students who use the service.

### **1.1 Objectives of the research**

1. To develop the One Stop Service system for the Udon Thani Education Center to be more effective.

2. To facilitate the users of One Stop Service, Udon Thani Education Center.

### **1.2 Conceptual framework**

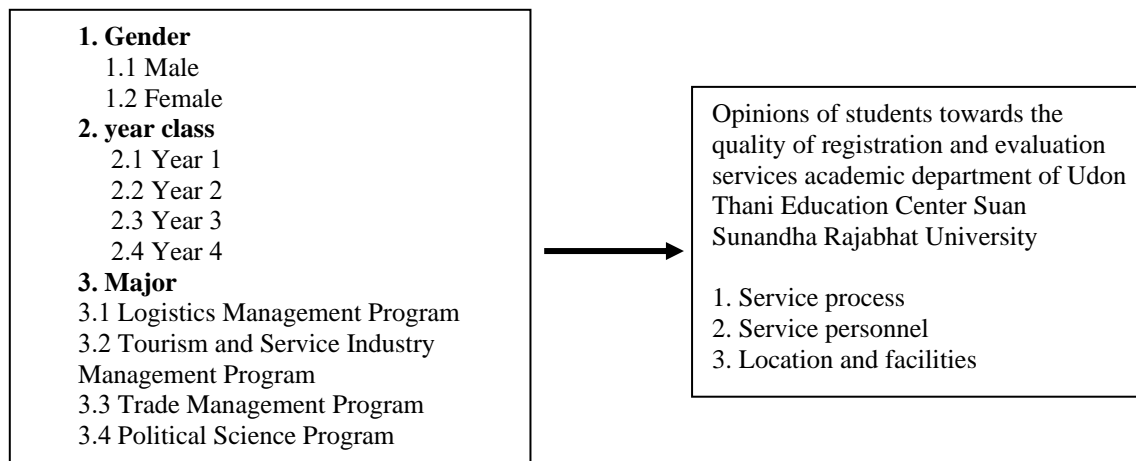
1. This research aims to study the opinions of students towards the quality of one-stop service, registration and evaluation of the academic department. Udon Thani Education Center Suan Sunandha Rajabhat University.

In 3 aspects: service process service personnel and in terms of location and facilities

2. The population used in this research were undergraduate students of Udon Thani Education Center Suan Sunandha Rajabhat University, 1<sup>st</sup> year to 4<sup>th</sup> year enrolled in the academic year 2022, 250 students.

## **Independent Variable**

## **Dependent Variable**



*Figure 1 Conceptual framework of students toward the quality of registration and assessment services academic department of Udon Thani Education Center.*

Figure 1 Conceptual framework of students toward the quality of registration and assessment services academic department of Udon Thani Education Center. This research uses the same studies as (Thamjaroung, 2019).

## RESEARCH METHODOLOGY

### 2. Research Methodology

#### 2.1 Research Design

Research this time, the objective was to study the quality of registration and evaluation services the academic department of Udon Thani Education Center to carry out the research according to the specified objectives The researcher has performed the following steps.

1. Population and sample
2. Tools used to collect data
3. Making tools
4. Data collection
5. Data analysis

#### 2.2 Population and sample

##### Population

The population used in this research are students of all disciplines every year studying at Udon Thani Education Center Suan Sunandha Rajabhat University Consists of 670 registered students in the academic year 2022.

##### Sample

Finding a sample group in this research. By calculating the sampling group according to Taro Yamane's method, using Stratified Random Sampling from the total population of 670 people, the allowable sampling error is equal to 0.05 or 5 per cent from the calculation to get a sample of the population of 250 people.

#### 2.3 Construction of measuring instruments

It is a questionnaire divided into 3 parts:

Part 1 is a questionnaire about the personal information of the respondents.

Part 2 was a questionnaire on students' opinions toward the quality of registration and evaluation services. The academic department of Udon Thani Education Center Suan Sunandha Rajabhat University in 3 aspects, namely, process and service process service personnel and terms of location and facilities the questionnaire is a 5-level Rating Scale according to the Likert's scale.

Part 3 is an open-ended questionnaire for the respondents to express their opinions.  
In addition to the specified  
This questionnaire is a 5-level estimation scale.  
The weight of the scores is as follows:

- Score of 5 means students agree with the statement at the highest level.
- Score of 4 means students agree with the statement at a high level.
- Score of 3 means students agree with the statement at a moderate level.
- Score of 2 means students agree with the statement at a low level.
- Score of 1 means students agree with the statement at the least level.

In interpreting the mean score, it was divided into 5 levels and interpreted by the reference method Criteria (Wichian Ket Sing. 1995: 9) as follows:

The average score between 4.50-5.00 means that the students see that the service is appropriate at the highest level.

The average score between 3.50-4.49 means that the students see that the service is appropriate at a high level.

The average score between 2.50-3.49 means that the students see that the service is Moderately appropriate.

The average score between 1.50-2.49 means that the students see that the service is appropriate to a small extent

The average score between 1.00-1.49 means that the students see that the service is appropriate to the smallest degree.

#### **2.4 Data Collection**

The researcher collects data in this research. The researcher has collected data as follows.

1. Primary Data The researchers collected data from undergraduate students every year and all disciplines Udon Thani Education Center Suan Sunandha Rajabhat University by surveying through an online system and distributing questionnaires to students who come to use the service by themselves.

2. Secondary Data is obtained from collecting data from books. Related research papers to be used as preliminary information and to support this research.

#### **2.5 Data analysis methods**

In this research, the researcher analyzed the data by using a questionnaire to analyze statistical values with a computer program perform data analysis the results were calculated and analyzed according to the aims and assumptions of the study as follows:

1. Analyze information about the personal factors of the respondents by finding the frequency and percentage

2. Analyze information about the service quality level of the sample group using basic statistics, namely mean and standard deviation (S.D), which the researcher has set the interpretation criteria for the mean score. Level of job satisfaction is as follows:

Mean 4.21-5.00 means the highest level.

Mean 3.41-4.20 means high-level

Mean 2.61-3.40 means moderate level

Mean 1.81-2.60 means low level

Mean 1.00-1.80 means the lowest level.

#### **Statistics used to analyze data**

1. Basic statistics: frequency, percentage, mean, standard deviation
2. Information about service quality for students who use the service Analyze using mean and standard deviation (S.D)

## **RESULTS AND FINDINGS**

### 3. Results and findings

#### 3.1 General information

The presentation of data analysis results according to the objectives and assumptions of the research, the researcher can. It is presented in 4 parts as follows:

Part 1 : General Data Analysis of the Respondents by frequency distribution and find the percentage

Part 2 : A Study of Students' Opinions on Service Quality Registration and Evaluation, Academic Department, Udon Thani Education Center Suan Sunandha Rajabhat University as a whole and in three aspects: service process service personnel and in terms of location and facilities by finding the average score and standard deviation

#### 3.2 Results

Part 1 General Data Analysis of the Respondents by frequency distribution and find the percentage as shown in Table 2.

*Table 2 Number and percentage of students who were the sample Classified by study variables.*

Sex	Quantity	Percentage
Man	118	47.2
Female	132	52.8
Together	250	100
Year Grade	Percentage	Quantity
Year Grade 1	122	48.8
Year Grade 2	68	27.2
Year Grade 3	37	14.8
Year Grade 4	23	9.2
Together	250	100
Major Major	Percentage	Quantity
Logistics Management	88	35.2
Tourism and Service Industry Management Program	17	6.8
Department of Political Science	111	44.4
Trade Management	34	13.6
Together	250	100

Table 2 shows the analysis of general data of service users used as a sample in this study, totalling 250 people.

In general data of sex service users, it was found that 118 male service users accounted for 47.2% and females were 132 accounted for 52.8%.

General information of service users in terms of years found that The number of users in the 1 st year was 122 people, representing 48.80%; the 2nd year had 68 people, 27.20%; the 3rd year had

37 people, representing 14.80%; the 4th year had 23 people representing 9.20 per cent. It can be concluded that most of the service users are in the 1st year, followed by the 2nd year, 3rd year and 4th year respectively.

General data of service users in the branch found that service users who were in the logistics management department 88 people, representing 35.2 per cent, and in the tourism and service industry management, there were 17 people, representing 6.8 per cent of the branches. Political Science has 111 people, representing 44.4 per cent, and Trade Management has 34 people, representing 13.6 per cent. It can be concluded that most of the users are in the Faculty of Political Science, followed by Logistics Management, s Trade Management and Tourism and Service Industry Management, respectively.

*Table 3 Mean scores and standard deviation of students' opinions towards the quality of one stop service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University.*

Service Quality One Stop Service Registration and Evaluation	Students (n = 250)		Appropriateness Level
	$\bar{x}$	S.D.	
1. Service process	4.11	0.77	High
2. Service personnel	4.04	0.79	High
3. Location and facilities	3.36	0.71	High
Total	3.84	0.76	High

From Table 3, the students viewed the quality of stopone-stop service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University Overall, it is appropriate at a high level. when considering side by side It was found that it was appropriate in all aspects at a high level.

*Table 4 Mean scores and standard deviation of students' opinions towards the quality of -service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University The service aspect is individual items.*

No.	Service Quality One Stop Service Registration and Evaluation	Students (n = 250)		Appropriateness Level
	service process	$\bar{x}$	S.D.	
1	Thesequence of steps for providing fast and convenient service	4.03	0.90	High
2	Explanations in the service process are clear. easy to understand	4.12	0.76	High
3	Fast service intervals from start to finish	4.11	0.77	High
4	service process resulting in equality without discrimination	4.10	0.79	High

5	Important Documents / Transcripts / Certificates that have been completed is correct	4.11	0.73	High
6	Important Documents / Transcripts / Certificates that have been completed is correct	4.20	0.68	High
	Total	4.11	0.77	High

From Table 4, the students viewed the quality of one-stop service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University In terms of the overall service process, it was appropriate at a high level. when considering item by item It was found that all items were appropriate at a high level.

*Table 5 Mean scores and standard deviation of students' opinions toward service quality One stop service, registration and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University Personnel who provide services in each item.*

No.	Service Quality One Stop Service Registration and Evaluation	Students (n = 250)		Appropriateness Level
	service personnel	$\bar{x}$	S.D.	
1	Staff -is knowledgeable and experienced in providing services.	3.88	0.83	High
2	Staff are knowledgeable and experienced in providing services.	4.03	0.80	High
3	Service personnel has a courteous manner. beaming	4.09	0.71	High
4	Staff uses language that is easy to understand to communicate with students.	4.02	0.77	High
5	The staff explained and advised the information correctly.	4.04	0.83	High
6	Staff are attentive and willing to provide service.	4.09	0.82	High
7	The staff is willing to introduce details other than the service of a single point of service.	4.04	0.74	High
	Total	4.03	0.92	High

From Table 5, the students viewed the quality of one-stop service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University In terms of service personnel overall, there was a high level of appropriateness. When considering item by item It was found that all items were appropriate at a high level.

*Table 6 Mean scores and standard deviation of students' opinions toward service quality One stop service, registration and measurement of the Academic Department, Udon Thani Provincial Education Center, Suan Sunandha Rajabhat University Location and facilities.*

No.	Service Quality One Stop Service Registration and Evaluation	Students (n = 250)		Appropriateness Level
	Location and facilities	$\bar{x}$	S.D.	
1	The location of the office is signposted.	4.26	0.69	High
2	The property is clean and tidy.	3.99	0.88	High
3	The number of tables to sit and wait for the service and fill out the documents is sufficient for the number of service users.	4.08	0.79	High
4	Within the service area, air conditioning systems are properly installed.	3.99	0.84	High
5	There is sufficient lighting within the property.	4.02	0.89	High
6	The interior of the service area is beautiful and appropriate.	4.06	0.77	High
7	The number of computers for examining academic results is sufficient.	3.89	0.80	High
8	channels for receiving services that are sufficient for the number of service recipients	3.86	0.84	High
9	Various facilities are provided. such as petition pen / glue for attaching photos	4.14	0.77	High
	Total	4.03	0.81	High

From Table 6 , the students viewed that the quality of - service, registration, and measurement of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University In terms of locations and facilities, overall services were appropriate at a high level. when considering item by item It was found that all items were appropriate at a high level.

## CONCLUSION

### 4. Conclusion

The results of this research Service Quality One stop service, registration, and evaluation of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University Which was collected with a group of 250 samples by dividing the results of the research study into 2 parts as follows

Part 1 Results of the personal factor analysis of the respondents

In terms of sex, it was found that most of the service users were women, with 132, representing 52.8 percent, and male, with 118 people, representing 47.2 percent. Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University Most of the respondents are female. more than male

As for the year level, it was found that most of the users in the 1st year were 122 people, representing 48.80%, followed by the 2nd year, with 68 people, representing 27.20%, followed by the 3rd year, with the number 37 people, representing 14.80 percent, in the fourth year, there are 23 people, representing 9.20 percent, respectively.



In terms of disciplines, it was found that most users in political science were 111 people, representing 44.4 percent, followed by logistics management with 88 people, representing 35.2 percent, followed by management disciplines. Commerce There are 34 people, representing 13.6 percent, and -Tourism and Service Industry Management, there are 17 people, representing 6.8 percent. Sticks Trade Management and Tourism and Service Industry Management, respectively. Male and female students had no difference in opinions on the quality of one-point service for registration and evaluation of academic affairs at the Udon Thani Education Center in each and every aspect.

Part 2 The results of the analysis of factors related to service quality Students studying in different years had no different opinions on the quality of single-point service, registration and academic evaluation, Udon Thani Province Education Center. While the results of the study of (Singhlumpong, 2011) found that the years that affect service opinions are different. Students in Logistics Management, Tourism and Service Industry Management, Political Science and Trade Management had their opinions. As for the quality of one-point service, the registration and evaluation of academic departments at the Udon Thani Education Center were no different.

## **DISCUSSION**

### **5. Discussion**

1. The results of the study of student opinions towards the quality of one stop service, registration, and evaluation Udon Thani Education Center Suan Sunandha Rajabhat University service process service personnel Location and facilities and overall is appropriate at a high level The researcher presents a discussion of each side of the results. as follows

1.1 Service Process The study found that The students commented that Service quality - service for registration and evaluation Udon Thani Education Center Suan Sunandha Rajabhat University In terms of the service process, there is Appropriate at a high level This may be because the Udon Thani Education Center has adopted policies and operating principles service from Suan Sunandha Rajabhat University have developed personnel The process of providing services from the original process that was complicated, complicated, takes a long time to provide a new type of service since the academic year 2019, which has merged the service departments in the same place, such as registration, measurement, finance, and public relations which allows students to get more convenient and faster, for example, request important educational documents From the original that took at least 3 days when there is a form of providing a single point of service, documents can be issued in just 15 minutes. Similarly to the study of (Inthasorn & Nakasan, 2019), in which most services, the problem encountered is that in one day, there will be a large number of students contacting at the One-Stop Service point, causing students to waste 5 - 10 minutes of time to contact and receive information specifying a clear service period and serve on time It can be seen that the service is good and creates satisfaction for the service recipients. There must be a process that builds trust and convenience for visitors all service recipients must be treated equally in order to achieve maximum customer satisfaction.

1.2 Service Personnel The study found that The students commented that Service quality One stop service for registration and evaluation Udon Thani Education Center Suan Sunandha Rajabhat University In terms of service personnel, the suitability was at a high level. That is like this. This may be because most of the service personnel are those who have been selected by the university to perform their duties directly with knowledge and experience in providing services. Make the service of personnel in the same direction, punctual, willing to provide service, attentive and provide equal assistance to students as well as providing courteous service even the number of officers.

1.3 Location and facilities The study found that The students commented that

Service quality One stop service for registration and evaluation Udon Thani Education Center Suan Sunandha Rajabhat University in terms of location and facilities is appropriate at a high level This may be due to the location of the One Stop Service room at the Udon Thani Education Center. Suan Sunandha Rajabhat University located at building 1 . The first room, which is easy to spot. Obviously put a large sign and attach a light to illuminate the sign to be more visible, including the Udon Thani Education Center Suan Sunandha Rajabhat University There is a spacious car registration area. Makes it easy and fast to find parking. Students can contact for service. Conveniently within the area equipped with air conditioning sufficiently. The space is beautifully decorated and providing service channels that are sufficient for the number of students Ready to provide equipment to facilitate various things such as pens to write a petition / glue for attaching photos.

## **SUGGESTION**

### **Suggestions for applying the research results**

From the research results, it was found that the students had their opinions on the quality of one-stop service, registration, and evaluation work. Udon Thani Education Center Suan Sunandha Rajabhat University that there is a high level suitability to provide stop service, registration and measurement work the Udon Thani Provincial Education Center Suan Sunandha Rajabhat University run efficiently The researcher has suggestions for improving the quality of one stop service, registration, and measurement are listed as follows:

1. Service process the students' opinions towards the service process were at the level. However, in order to make the service process more efficient the researcher, has a suggestion. This is consistent with the data from the open-ended questionnaire that should be adjusted to have examples of filtering various application documents to reduce the time and response to inquiries of service users and posting the procedure for each task or process The rate of fees for issuing certain documents should be notified to students so that students can prepare fees when contacting them in case they have to pay certain fees.

2. Regarding student service personnel, their opinions towards service personnel were appropriate at a high level. But for better development, it should be considered and should increase the number of officers. Training to develop service personnel to have knowledge and understanding that is correct in performing their duties and have a heart of true service At least once per semester for staff to have knowledge and understanding in such matters deeply as well as having good human relations able to apply the knowledge gained from the training and improve the service And should increase the number of officers stationed at the service counter more than the existing ones for the better efficiency of the service.

3. In terms of places and facilities, students' opinions on places and facilities were appropriate at a high level from an open-ended questionnaire, The students had an opinion that they should replace the computers used for checking their grades because the original ones have been in use for a long time and the number of them is insufficient for the needs of students and add a document print point There should be a cue card. In the event that there are many visitors, proceed according to the queue called to reduce the problem of displacement, Therefore, in order to provide more efficient services, information technology work Should consider and review the matter should increase the number and change the computer for service to check various details. in terms of student information to have more numbers And should change the service computer at least every 3 years, because nowadays computers have different lifespans, they should be adjusted according to their useful life to be suitable and ready for use at all times.

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