QUALITY OF SERVICE ONE STOP SERVICE, PUBLIC RELATIONS WORK ACADEMIC DEPARTMENT, UDON THANI PROVINCIAL EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This article aims to develop a one-stop service system for the Udon Thani Education Center. To be more efficient and to facilitate the users of One Stop Service, Udon Thani Education Center will improve and develop work processes in terms of public relations at the One Stop Service point, Such services are considered an important process from a small point. This point can create service satisfaction for those with whom you 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 receive the service, including outsiders who receive the service.

Keywords: Service, Quality, Means, The Delivery of Good Services

INTRODUCTION

1. Introduction

With Udon Thani Provincial Education Center There is teaching and learning at the higher education level at Suan Sunandha Rajabhat University. in Udon Thani, by the Udon Thani Education Center. Take care of the management of teaching and learning in four disciplines, namely logistics management. Tourism and Service Industry Management Program, Trade Management (Cooperation with CP All Plc.), and Political Science one-stop service point for public relations, therefore necessary and important to the operations of all departments, and is a channel that facilitates the provision of news and information services in various fields. to be more efficient and effective. one-stop service point for public relations Therefore, it is very necessary to help facilitate, speed up, and prepare for various operations. Make the organization successful and meet the goals set. If any agency lacks public relations services, that's bad. Work inevitably causes problems and obstacles. trouble Complexity may cause that agency to be inefficient.

To provide student services that are convenient, fast, and easy to manage, we came up with the idea to improve and develop work processes. Public relations at the One-Stop Service Point of the Udon Thani Education Center, which such services From a small point of view, this is considered an important process because it can create service satisfaction for those with whom you come into contact. And it also creates trust, warmth, and friendliness, including the impression of the visitors. And the results of this research will be useful to executives. service personnel Students who receive the service, including outsiders who receive the service, know

the quality of the service, which will impress the students who come to use the service. from the above context Therefore, the researcher is more interested in studying job satisfaction. One-Stop Service Point for Public Relations in Udon Thani Education Center Suan Sunandha Rajabhat University To present the research results as information and guidelines for the development of a one-stop shop in public relations. Encourage operators and related parties to improve the management of One-Stop Service problems in public relations. of Suan Sunandha Rajabhat University Udon Thani Education Center to be more effective.

RESEARCH METHODOLOGY

2. Research methodology
    2.1 Research design
    Research this time The objective was to study the quality of registration and evaluation services. academic department of Udon Thani Education Center in order 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, students studying at the Udon Thani Education Center and Suan Sunandha Rajabhat University consist of 670 registered students for 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 percent 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 three 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. 3 sides are the process and service process and service personnel, and in terms of location and facilities, the questionnaire is a 5-level rating scale. according to 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:
    A score of 5 means students agree with the statement at the highest level.
    A score of 4 means students agree with the statement at a high level.
    A score 3 means students agree with the statement at a moderate level.
    Score 2 means students agree with the statement at a low level.
    Score 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 in 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.

Data analysis methods

1. 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: Analyze data on the person 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 the mean and standard deviation (S.D), which the researcher has set as the interpretation criteria. 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; and mean 1.81-2.60

means low level 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) Statistics used to analyze data

RESULTS AND FINDINGS

3. Results and Findings

Evaluation results of project success (according to the issues in the questionnaire)

1.1 General information

The presentation of data analysis results according to the objectives and assumptions of the research, the researcher can It is presented in 3 parts as follows:

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

Part 2: A study of students' opinions towards the quality of one-stop service in public relations, academic department, Udon Thani Provincial 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

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 in the sample Classified by study variables

Sex	Quantity	Percentage
Man	118	47.2
Women	132	52.8
Together	250	100
Year Class	Quantity	Percentage
1	122	48.8
2	68	27.2
3	37	14.8
4	23	9.2
Together	250	100
Major	Quantity	Percentage
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

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

General data of sex service users, it was found that 118 males accounted for 47.2% and females were 132, accounting for 52.8%. It could be concluded that the service users were more female than males. General information of service users in terms of years found that The number of users in the 1st 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 percent. 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 the service users who were in the logistics management department were 88 people, representing 35.2 percent, in the tourism and service industry management, there were 17 people, representing 6.8 percent. Political Science has 111 students, representing 44.4 percent and Commercial Management has 34 students, representing 13 percent. 6 It can be concluded that most service users are in the Faculty of Political Science followed by Logistics Management. Trade Management and Tourism and Service Industry Management, respectively.

Table 3 Mean scores and standard deviation of students' opinions towards service quality One-stop service for public relations of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University

One Point Service	Student (N = 250)		Fitness Level
	$\bar{X}$	S.D.	
1. Service Process	4.11	0.77	The Most
2. Service Personnel	4.04	0.79	The Most
3. Location And Facilities	3.36	0.71	The Most
Together	3.84	0.76	The Most

From Table 3, the mean scores and the standard deviation of the students' opinions toward service quality provide one-stop service for public relations. of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University It was found that from a sample of 250 students 1. In the service process, the mean was 4.11, the standard deviation was 0.77, the level was very appropriate. 2. In terms of service personnel, the mean was 4.04, the standard deviation was 0.79, the level of appropriateness was high. 3. Location and facilities, mean 3.84, standard deviation 0.71, very appropriate level, total average 3.84, standard deviation 0.76, very good.

CONCLUSION

4. Conclusion

The results of this research are beneficial to administrators and stakeholders as a guideline for developing services to meet student satisfaction with the quality of One Stop Service at Udon Thani Educational Center. Knowing the quality of service, which will impress the students who use the service. A study of student opinions towards the quality of one-stop service in public relations 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

Concluded that1 Analysis of the general information of the respondents by frequency distribution Analysis of general data of service users used as a sample in this study, totaling 250 people. In general data of sex service users, it was found that 118 males accounted for 47.2% and females 132, accounted for 52.8%. It could be concluded that the service users were more female than male. General information about service users in terms of years found that the number of users in the 1st year was 122, representing 48.80%; the 2nd year had 68 people, 27.20%; the 3rd year had 37, representing 14.80%; the 4th year had 23 people, representing 9.20 percent. 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.

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service for public relations. of the Academic Department, Udon Thani Provincial Education Center Suan Sunandha Rajabhat University found that from a sample group of 250 students: 1. The process of providing services, the mean was 4.11, the standard deviation was 0.77, the level was very appropriate. 2. In terms of service personnel, the mean was 4.04, the standard deviation was 0.79, the level of appropriateness was high. 3. Location and facilities, mean 3.84, standard deviation 0.71, very appropriate level, total mean 3.84, standard deviation 0.76, very good.

DISCUSSION

5. Discussion

The study on the one-stop service in public relations of the Udon Thani Provincial Education Center Suan Sunandha Rajabhat University has a purpose. To develop a one-stop service system for public relations at Udon Thani Educational Center to be more effective To facilitate the users of One Stop Service, Udon Thani Education Center.

The population used in the study was undergraduate students in all fields and all years. Suan Sunandha Rajabhat University Udon Thani Education Center, 250 people were used to collect data by questionnaire, percentage, mean, and evaluation results. and summarize the consistency with the objectives.

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