

EMPLOYEE SATISFACTION TOWARDS FINANCIAL AND ACCOUNTING SERVICES OF UDON THANI EDUCATION CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The research aims 1) to study employee satisfaction with financial and accounting services at Udon Thani Education Center, Suan Sunandha Rajabhat University (SSRU) 2) To study problems and obstacles of financial and accounting services at Udon Thani Education Center Suan Sunandha Rajabhat University

The 30 samples are personnel in the Udon Thani Education Center, Suan Sunandha Rajabhat University, who used financial and accounting services. The instrument used in this research was a questionnaire on the study of personnel satisfaction towards financial and accounting services. The statistical questionnaire used in the research was a percentage, mean (), and standard deviation (S.D.) According to the priority of the problem, the research results showed that 1) Personnel's satisfaction towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University Overall, it was at a high level. When considering each side, it was found that The officers or personnel providing the most services followed by the service results. facilities and process/procedure of service are at the same highest level respectively, indicating that The officers or service personnel with the highest scores due to honesty in performing duties kindness generosity, and human relations in communication The results obtained from the service of Good officer's result in effective service results for personnel. and receive services that create satisfaction. 2) Personnel's knowledge of finance and accounting Udon Thani Education Center Suan Sunandha Rajabhat University in 2 aspects, namely knowledge of reimbursement of training expenses. and reimbursement for official travel expenses It was found to be at a moderate level.

Keywords: Satisfaction, Service, Financial and accounting

INTRODUCTION

1. Introduction

Fiscal Annual Expenditure Budget Act when published in the Royal Gazette came into force and allow the government to disburse expenditures from the annual budget per the missions and missions set up in the budget Therefore, Udon Thani Education Center Suan Sunandha Rajabhat University. which is one of the government agencies that have been allocated money from the state budget and the income of the university received Annual budget approval from the university council. according to the plans set out in various projects of the Udon Thani Education Center which is disbursing the budget for teaching and learning management Organizing projects, and organizing events and meetings according to the mission of the

university. Including the reimbursement of travel expenses for that official service. Udon Thani Education There will be staff to serve personnel in finance and accounting, with finance and accounting scholars. This is a position within the operational structure of the organization. in general administration Finance Group account and parcel Financial and accounting scholars are responsible for providing services. Personnel of Udon Thani Provincial Education Center in budget disbursements According to the regulations of Suan Sunandha Rajabhat University according to the plan set by the Udon Thani Education Center carry out the issue of disbursement The cost of organizing training Reimbursement for official travel expenses reimbursement of teaching compensation Other compensation, utility expenses, utility expenses Preparation of an advance loan agreement for receiving money under the project make money remittance of income Preparation of accounts for receiving payments consulting work, etc. and serves to provide services to personnel who use financial and accounting services to achieve their objectives and satisfaction with the service received by operating under the regulations Laws and regulations of the Ministry of Finance and other related announcements. of Suan Sunandha Rajabhat University This is regarded as an important task and involves all departments in the organization.

The researcher is therefore interested in studying the satisfaction of the personnel towards the service provision. finance and accounting by studying the satisfaction of personnel at Udon Thani Education Center Suan Sunandha Rajabhat University who come to use financial and accounting services To create satisfaction for service users and enhance satisfaction in work.

1.1 Objectives of the research

1. To study the satisfaction of personnel towards financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University.

2. To study problems and obstacles of financial and accounting services at Udon Thani Education Center Suan Sunandha Rajabhat University.

RESEARCH METHODOLOGY

2. Research methodology

2.1 Research design

subject research Employee Satisfaction towards Financial and Accounting Services of Udon Thani Education Center, Suan Sunandha Rajabhat University There are research methods as follows.

1. Research population
2. Tools used to collect data
3. Creation of research tools and finding the quality of research tools
4. Data Collection
5. Data preparation and data analysis
6. Statistics used in data analysis

2.2 Population and samples

The population for this study was administrators and personnel working in the Udon Thani Provincial Education Center. Suan Sunandha Rajabhat University, 30 people consisting of

1. Executives 4 people
2. Academic personnel 14 people
3. Support personnel 12 people

2.3 Instrumentation

The instrument used in this study was a questionnaire on the study of personnel satisfaction towards Providing financial and accounting services to Udon Thani Education Center Suan Sunandha Rajabhat University and a financial and accounting knowledge test of Udon Thani

Educational Center personnel. Suan Sunandha Rajabhat University By proceeding to create the tool as follows.

1. Create a questionnaire on the study of personnel satisfaction towards financial and accounting services at the Udon Thani Educational Center. Suan Sunandha Rajabhat University is divided into 3 sections

Part 1 is a questionnaire about the general information of the respondents. It's a checklist.

Part 2 is a questionnaire on personnel satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University.

It is a 5-point estimation scale questionnaire with 10 items. Rating Scale, 5 levels

Part 3 is a questionnaire about problems/suggestions.

2. Create a financial and accounting knowledge test for Udon Thani Educational Center personnel. Suan Sunandha Rajabhat University

Part 1 is a knowledge test on the expense reimbursement for organizing training. There are 5 correct and wrong forms.

Part 2 is a knowledge test. Reimbursement for official travel expenses There is 5 correct and wrong forms.

3. Data collection

1. The researcher distributed 30 questionnaires by themselves.

2. The researcher checks the completeness of the returned questionnaires. and analyzed.

2.4 Testing quality of research instrument

2.4.1 Content validity

The conduct of this research involves the following important steps:

1. Study documents, tables, and research work, i.e. performing work, and regulations related to financial work. and procurement and conducting research related to financial and procurement operations and designated as the conceptual framework for research

2. Create a questionnaire that covers the conceptual framework of personnel performance. who work in finance and procurement is an estimation scale.

3. Check the validity of the questionnaire. Content Coverage as well as clarity and Appropriate use of language

4. Prepare a complete questionnaire. to be used to collect data with the sample

5. The questionnaires were analyzed and processed by static methods.

RESULTS AND FINDINGS

3. Results and Findings

Research on personnel satisfaction towards financial and accounting services at the Udon Thani Educational Center. Suan Sunandha Rajabhat University The researcher presented in the form handout table The presentation is divided into 3 items as follows:

1. General information of respondents

2. Personnel satisfaction towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University.

3. Assess the financial and accounting knowledge of Udon Thani Education Center personnel. Suan Sunandha Rajabhat University.

1. General information of respondents.

Table 1 shows the number and percentage of respondents' status information. Classified by general status.

General information	Quantity	Percentage
1. Sex		
1.1 Male	13	43.33
1.2 Females	17	56.67
Average	30	100.00
2. Age		
2.1 Age group 21 – 30 years	5	16.67
2.2 Age group of 31 – 40 years	16	53.33
2.3 Age group of 41 -50 years	8	26.67
2.4 50 years old or older	1	3.33
Average	30	100.00
3. type of personnel		
3.1 Management	4	13.33
3.2 Academic personnel	14	46.67
3.3 Support personnel	12	40.00
Average	30	100.00
4. Length of work		
4.1 More than or equal to 5 years	17	56.67
4.2 group 6 – 10 years	10	33.33
4.3 10 years or older	3	10.00
Average	30	100.00

Table 1 shows the general information of 30 respondents, it was found that the respondents Most of them were 17 females (56.67%), followed by 13 males (43.33%), respectively. It was found that most of the respondents were 25-30 years old, 5 people (16.67%), followed by 16 people aged 31-40 years (53.33%), and 8 people aged 41-50 years (26.67%). 50 years or more, amount 1 (3.33%), respectively. Personal data on types of personnel found that most of the respondents were executives, 4 people (13.33%), and academic personnel, 14 people (46.67%).), followed by academic support personnel, number 12 people (40.00%), respectively. Personal data on length of work found that most of the respondents had a length of work of 1-5 years, 17 people (100.00%). 56.67 per person) 6-10 years, 10 people (33.33%), followed by a work period of 10 years or more, 3 people (10.00%), respectively.

2. Employee Satisfaction towards Financial and Accounting Services of Udon Thani Education Center, Suan Sunandha Rajabhat University

Table 2 shows the average results of the analysis of personnel satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University Overview.

Employee Satisfaction towards Financial and Accounting Services	\bar{x}	S.D.	Opinions' level	Ranking
Overall				
1. process/procedure of service.	4.29	0.18	High	4
2. Officers or service personnel.	4.86	0.13	Extremely high	1
3. facilities management	4.72	0.51	Extremely high	3
4. service results	4.80	0.04	Extremely high	2
Summarize All Aspects.	4.67	0.22	Extremely high	

From Table 2, it shows that the satisfaction of the personnel towards the provision of financial and accounting services. Udon Thani Education Center Suan Sunana Rajabhat University in general was at the highest level (\bar{x} = 4.67, S.D.= 0.22). The officers or personnel providing the most services (\bar{x} = 4.86, S.D. = 0.13) were at the highest level, followed by the service results (\bar{x} =4.80, S.D. = 0.04) at the highest level and the facilities. Convenience (\bar{x} = 4.72, S.D.= 0.51) was at the highest level, respectively, when considering each aspect. shown in Table 3–6.

(1.) process/procedure of service

Table 3 shows the average results of the analysis of personnel satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University process/procedure of service.

Employee Satisfaction towards Financial and Accounting Services	\bar{x}	S.D.	Opinions' level	Ranking
1. process/procedure of service				
1.1 There are procedures for providing services that are not complicated.	4.10	0.66	High	3
1.2 There is a process for providing services that are convenient and fast.	4.30	0.65	High	2
1.3 There is a clear timeline for operations.	4.47	0.63	High	1
Summarize the results of the process/procedures for providing services.	4.29	0.65	High	

Table 3 shows the satisfaction of the personnel towards the financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University In terms of processes/steps for providing services, the overall picture was at a high level (\bar{x} = 4.29, S.D.= 0.65). When considering each item, it was found that there was a very clear timeline for the operation (\bar{x} = 4.47, S.D.= 0.63). was at a high level, followed by convenient and fast service

procedures (\bar{x} = 4.30, S.D. = 0.65), at a high level and there are no complicated service procedures (\bar{x} = 4.10, S.D.= 0.66), respectively, at a high level.

(2.) Officers or service personnel.

Table 4 shows the average results of the analysis of personnel satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University Officers or service personnel.

Employee Satisfaction towards Financial and Accounting Services	\bar{x}	S.D.	Opinions' level	Ranking
2. Officers or service personnel.				
2.1 Human relations in communication	4.87	0.35	Extremely high	2
2.2 Attentive, enthusiastic, and ready to serve.	4.73	0.45	Extremely high	3
2.3 Be honest in performing duties.	4.97	0.18	Extremely high	1
Summarize the total of staff or service personnel.	4.86	0.33	Extremely high	

Table 4, shows the satisfaction of personnel towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University Officers or service personnel Overall, included in at the highest level (\bar{x} = 4.86, S.D.= 0.33). When considering each item, it was found that honesty in performing duties (\bar{x} = 4.97, S.D.= 0.18) was at the highest level, followed by human relations in Communication (\bar{x} = 4.87, S.D.= 0.35) and attentiveness, enthusiasm, and service availability (\bar{x} = 4.73, S.D.= 0.45) were at the same highest level.

(3.) facilities management

Table 5 shows the average results of the analysis of personnel satisfaction with financial and accounting services at the Udon Thani Educational Center. Suan Sunandha Rajabhat University Facilities.

Employee Satisfaction towards Financial and Accounting Services	\bar{x}	S.D.	Opinions' level	Ranking
3. facilities management				
3.1 There are manuals/documents regarding disbursement regulations available.	4.43	0.73	High	2
3.2 Multiple communication channels are used for convenience such as telephone, social media, etc.	5.00	0.00	Extremely high	1
Summary of facilities	4.72	0.37	Extremely high	

Table 5, shows the satisfaction of personnel towards financial and accounting services at Udon Thani Education Center Suan Sunandha Rajabhat University Facilities Overall, including at the highest level (\bar{x} = 4.72, S.D.= 0.37). When considering each item, it was found that many communication channels were used to facilitate such as telephone, Social Media, etc. (\bar{x} = 5.00, S.D.= 0.00). The highest level, followed by manuals/documents for service disbursement regulations (\bar{x} = 4.43, S.D.= 0.73) were at a high level, respectively.

(4.) service results

Table 6 presents the average results of the analysis of personnel satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University service results.

Employee Satisfaction towards Financial and Accounting Services	\bar{x}	S.D.	Opinions' level	Ranking
4. service results				
4.1 receive impressive service.	4.83	0.38	Extremely high	1
4.2 Effective service results.	4.77	0.43	Extremely high	2
Summary of service results.	4.80	0.41	Extremely high	

Table 6, shows the satisfaction of personnel towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University service results Overall, included in The highest level (\bar{x} = 4.80, S.D.= 0.41). Received the most impressive service (\bar{x} = 4.32, S.D.= 0.77) at the highest level, followed by service efficiency (\bar{x} = 4.77, S.D.= 0.43) at the highest level, respectively.

2. Assess personnel's financial and accounting knowledge. Udon Thani Education Center Suan Sunandha Rajabhat University.

Table 7 shows the average results of the analysis of the financial and accounting knowledge assessment of personnel. Udon Thani Education Center Suan Sunandha Rajabhat University.

knowledge of finance and accounting.	\bar{x}	S.D.	Opinions' level	Ranking
1. Training reimbursement knowledge.	0.59	0.18	medium	2
2. knowledge of reimbursement for official travel expenses.	0.65	0.17	medium	1
Summarize all aspects.	0.62	0.18	medium	

From Table 7 shows that the knowledge of finance and accounting of personnel at Udon Thani Education Center Suan Sunandha Rajabhat University Overall, they were at a moderate level (\bar{x} = 0.62, S.D.= 0.18). When considering each side, it was found that personnel had the most knowledge on reimbursement for official travel expenses (\bar{x} = 0.65, S.D. = 0.17). followed by knowledge of reimbursement for training and organizing expenditures (\bar{x} = 0.59, S.D. = 0.18) at a moderate level. when considering side by side shown in Table 8 – 9

CONCLUSION

4. Conclusion

The researcher is divided into 2 parts as follows.

1. Personnel satisfaction towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University Overall, it was at a high level. When considering each side, it was found that The officers or personnel providing the most services followed by the

service results. and facilities are at the same highest level process/procedure of service were at a high level, respectively, indicating that The officers or service personnel with the highest scores due to honesty in performing duties kindness generosity, and human relations in communication The results obtained from the service of Good officers result in effective service results for personnel. and receive services that create satisfaction (Millet, 1954) gave the view that the satisfaction of People towards the services of government agencies that These things should be considered: 1) consistent service 2) punctual service 3) adequate service 4) continuous service 5) progressive service from such components It shows that the satisfaction of the personnel on the service Finance and Accounting, Udon Thani Education Center Suan Sunandha Rajabhat University have a good feeling As a result, it affects the thoughts and behaviors expressed in the direction of satisfaction with the service provision. Finance and Accounting, Udon Thani Education Center Suan Sunandha Rajabhat University This is consistent with the basic concept of service quality that can be concluded that Service is the operation performed or contacted. and related to the use of the service allowing people to take advantage in any way Regardless of any endeavor, the variety of ways to get the people involved can be classified as All services Facilitation is a service. Satisfying the needs of service users is also a service. Service can therefore be performed in a variety of ways. The main point is to help and Benefit service users. Smith Chatchukon (2542)

2. Personnel's knowledge of finance and accounting Udon Thani Education Center Suan Sunandha Rajabhat University in 2 aspects, namely knowledge of reimbursement of training expenses. and reimbursement for official travel expenses It was found to be at a moderate level. by considering Each issue found that The knowledge of reimbursement for official travel expenses was higher than the reimbursement of training expenses. The results of the study are consistent with the experience of the service recipients. most of the respondents will have experience in reimbursing travel expenses And most of them have more than 1 experience, resulting in learning and understanding of the disbursement process. both the cost rate (allowance, accommodation, transportation) and storage of documents for disbursement as well while the cost In training, events are not conducted often and only with those in charge of organizing training. The cost of training will be more detailed than the trip.

DISCUSSION

5. Discussion

1. Personnel's satisfaction towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University Overall, it was at a high level. When considering each side, it was found that The officers or personnel providing the most services followed by the service results. and facilities are at the same highest level process/procedure of service were at a high level, respectively, indicating that The officers or service personnel with the highest scores due to honesty in performing duties kindness generosity, and human relations in communication The results obtained from the service of Good officers result in effective service results for personnel. and receive services that create satisfaction.

2. Personnel's knowledge of finance and accounting Udon Thani Education Center Suan Sunandha Rajabhat University in 2 aspects, namely knowledge of reimbursement of training expenses. and reimbursement for official travel expenses It was found to be at a moderate level.

SUGGESTIONS

6. Suggestions

1. Suggestions for applying the research results.

1.1 There should be a workflow chart (Flow Chart) showing various expenditures, and examples of supporting documents for disbursement used in the reimbursement of expenses on each side. To facilitate teachers, service recipients.

1.2 There should be a clearly specified time period for all types of disbursements.

1.3 There should be a training course to educate about finance and accounting. reimbursement of training expenses Reimbursement for official travel expenses given to teachers and personnel working in the finance account and parcel of the Udon Thani Provincial Education Center Suan Sunandha Rajabhat University.

1.4 There should be manuals/documents regarding disbursement regulations available through various channels such as print editions, websites, QR Codes, etc.

1.5 There should be a multi-channel communication system to facilitate such as Facebook, Line, E-mail, etc.

2. Suggestions for further research.

2.1 There should be a study on the efficiency of training in financial and accounting knowledge. Reimbursement for training expenses Reimbursement for travel expenses of faculty members Udon Thani Education Center Suan Sunandha Rajabhat University.

2.2 Evaluation of the efficiency of communication channels between finance and accounting officers and faculty members of the Udon Thani Education Center. Suan Sunandha Rajabhat University.

2.3 Survey of problems and obstacles in reimbursement of faculty members Udon Thani Education Center Suan Sunandha Rajabhat University.

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