

STUDENTS 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 students' 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 were Students 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 Students 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) Students'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 Students provide 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 Students 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 Students. and receive services that create satisfaction. 2) Students'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 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 Students 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. Students 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 Students 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 students with the service provision. finance and accounting by studying the satisfaction of Students 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 Students with 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 Students working in the Udon Thani Provincial Education Center. Suan Sunandha Rajabhat University, 276 people consisting of Academic Students 276 people.

2.3 Instrumentation

The instrument used in this study was a questionnaire on the study of Students 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 Students. Suan Sunandha Rajabhat University By proceeding to create the tool as follows.

1. Create a questionnaire on the study of Students 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 Students' 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 Students. 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 Students 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 Students satisfaction with 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 3items as follows:

1. General information of respondents
2. Students 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 Students. Suan Sunandha Rajabhat University.

1. General information of respondents.

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

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

Sex	Quantity	Percentage
Male	144	52.17
Females	132	47.83
Total	276	100
Year	Quantity	Percentage
Year 1	122	44.2
Year 2	78	28.26
Year 3	53	19.2
Year 4	23	8.33
Total	276	100
Field of study	Quantity	Percentage
Logistics management	94	34.06
Tourism and service industry management	17	6.16
Political science	131	47.46
Trade management	34	12.32
Total	276	100

General information on gender service users found that there were 144 male users, accounting for 52.17 percent, and 132 female users, accounting for 47.83 percent. It can be concluded that there are more males than females.

General information about service users in terms of years found that the service users are 122 people in first year, accounting for 44.20 percent. 2nd year students have 78 people, accounting for 28.26 percent. 3rd year students have 53 people, accounting for 19.20 percent. 4th year students have 23 people, accounting for 8.33 percent. It can be concluded that the majority of service users are in Year 1, followed by Year 2, Year 3, and Year 4, respectively.

General information about branch service users found that there are 94 people in the field of logistics management, accounting for 34.06 percent. In the tourism and service industry management field, there are 17 people, accounting for 6.16 percent. Political science subjects had 131 people, accounting for 47.46 percent, and trade management subjects had 34 people, accounting for 12.32 percent. It can be concluded that most service users are in faculties of study Political Science, followed by Logistics Management Major: Commercial Management and the fields of tourism and service industry management, 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 Students satisfaction with financial and accounting services. Udon Thani Education Center Suan Sunandha Rajabhat University Overview.

Employee Satisfaction towards Financial and Accounting Services overall	$\bar{x}$	S.D.	Opinions' level	Ranking
1. process/procedure of service.	4.46	0.78	high	
2. Officers or service Students.	4.19	0.80	high	
3. facilities management	3.56	0.83	high	
4. service results	4.06	0.87	high	
Summarize all aspects.	4.06	0.82	high	

Table 2, it shows the satisfaction of the students towards the provision of financial and accounting services. Udon Thani Education Center Suan Sunana Rajabhat University in general was at the highest level ($\bar{x}$ = 4.46, S.D.= 0.78). The officers or Students providing the most services ($\bar{x}$ = 4.19, S.D. = 0.80) were at the highest level, followed by the service results ($\bar{x}$ =3.56., S.D. = 0.83) at the highest level and the facilities. Convenience ($\bar{x}$ = 4.06, S.D.= 0.87) 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 Students 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 1. process/procedure of service	$\bar{x}$	S.D.	Opinions' level	Ranking
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1.1 There are procedures for providing services that are not complicated.	4.01	0.81	high
1.2 There is a process for providing services that are convenient and fast.	4.07	0.78	high
1.3 There is a clear timeline for operations.	4.09	0.76	high
Summarize the results of the process/procedures for providing services.	4.29	0.65	high

(2.) Officers or service Students.

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

Employee Satisfaction towards Financial and Accounting Services	$\bar{x}$	S.D.	Opinions' level	Ranking
2. Officers or service Students.				
2.1 Human relations in communication	4.22	0.80	high	
2.2 Attentive, enthusiastic, and ready to serve.	4.13	0.76	high	
2.3 Be honest in performing duties.	4.22	0.82	high	
Summarize the total number of staff or service Students.	4.19	0.80	high	

Table 4, shows the satisfaction of Students towards financial and accounting services Udon Thani Education Center Suan Sunandha Rajabhat University Officers or service Students Overall, included in at the highest level ($\bar{x}= 4.22$, S.D.= 0.80). When considering each item, it was found that honesty in performing duties ($\bar{x}= 4.13$, S.D.= 0.76) was at the highest level, followed by human relations in Communication ($\bar{x}= 4.22$, S.D.= 0.82) and attentiveness, enthusiasm, and service availability ($\bar{x}= 4.19$ S.D.= 0.80) were at the same highest level.

(3.) facilities management

Table 5: shows the average results of the analysis of Students 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
2. Officers or service Students.				
2.1 Human relations in communication	4.22	0.80	high	
2.2 Attentive, enthusiastic, and ready to serve.	4.13	0.76	high	
2.3 Be honest in performing duties.	4.22	0.82	high	

Summarize the total number of staff or service Students.	4.19	0.80	high
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Table 5, shows the satisfaction of Students 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 Students 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.	4.01	0.93	high	
4.2 Effective service results.	4.11	0.81	high	
Summary of service results.	4.06	0.87	high	

Table 6, shows the satisfaction of Students 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.

3. Assess Students'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.

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

From Table 7 shows that the knowledge of finance and accounting of Students 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 Students 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 research is divided into 2 parts as follows.

1. Students 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 Students 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 Students 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 Students. 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 Students 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

2. 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)

3. Students' 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 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. Students'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 Students 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 Students 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 Students. and receive services that create satisfaction.

2. Students'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 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 Students 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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