

THE STUDY OF STUDENT SATISFACTION AT THE UDONTHANI EDUCATION CENTER SUAN SUNANDHA RAJABHAT UNIVERSITY TOWARDS PROVIDING ACCIDENT INSURANCE SERVICES

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ABSTRACT

The purpose of this research was to study the demographics of service recipients regarding accident insurance services at the Udonthani Education Center. As well as to study the satisfaction of service recipients with the accident insurance services of the Udonthani Education Center in 4 areas, namely the service process. Service channels Service staff and facilities. This research used a mixed research method, that is, it was a survey of the target group, and the data was processed according to statistical methods. To find suggestive conclusions by describing the research concept. The results of the research found that Service recipients were satisfied with all 4 services overall at the highest level. 95.4 percent ($\bar{x} = 4.77$) When considering the most and least aspects of service, it was found that service recipients were most satisfied with inter-organizational communication services. is at the highest level at 96.0 percent. ($\bar{x} = 4.80$) and data tracking services at the highest level, 95.0 percent ($\bar{x} = 4.75$)

Keywords: The Satisfaction, Service Recipients, The Student Loan Fund

INTRODUCTION

Now, there are four important responsibilities of academic staff in higher education institutions: teaching, research, and academic services. and the preservation of arts and culture from this duty, it can be seen that Responsible for facilitating students both academically in terms of student affairs, even in terms of welfare and benefits for students, it is not within the duties of academic staff. Thus, creating another type of personnel in higher education institutions. These are called support staff. or support personnel.

Providing information related to education including welfare information to students is the main duty and exclusive authority of teachers and staff. in higher education institutions which provide educational information services Including information on welfare for students is one of the important missions of university support staff. This is because university support staff have an important duty, which is to facilitate students in activities that will be beneficial to them. For important participation in supporting the quality of educational provision to be more efficient and effective continuously.

Publicizing information in current organizations Focus on creating a good image for the organization. Build credibility for the organization and create satisfaction for the target group. Public relations are the provision of information in different formats depending on each organization and how much it has created a good image for the organization. Providing public relations services for accident insurance information at present, we rely on many different channels to publicize information to students, including Facebook Student Affairs, Suan Sunandha Rajabhat University, Facebook Udonthani Education Center. Suan Sunandha Rajabhat University, Line group SSRUUDON, counter service One stop service, telephone service. Accident insurance service public relations information has been carried out in many such channels. But there are still some students who do not proceed as scheduled according to the regulations. or according to the example that has been explained and explained. Therefore, accident insurance services Therefore, it is necessary to study the satisfaction of students at the Education Center in Udonthani. Suan Sunandha Rajabhat University towards providing accident insurance services to get information from students and for use in improving services to meet the needs of students to reduce errors in the results of submitting documents and disbursing accident insurance money in the future.

For this reason, accident insurance of the Udonthani Education Center Suan Sunandha Rajabhat University Therefore, the satisfaction of students at the Education Center in Udonthani was studied. Suan Sunandha Rajabhat University towards providing accident insurance services. In order to have access to information on groups of students who wish to receive accident insurance services. for the accident insurance department of the Udonthani Education Center Suan Sunandha Rajabhat University The results of the study can be used as guidelines for developing operations and improving services to have better quality and efficiency in the future Department of Cooperative Promotion (2021).

OBJECTIVE

1. To study the demographics of students at the Udonthani Education Center. Suan Sunandha Rajabhat University towards the provision of accident insurance services.
2. To study the satisfaction of students at the Education Center in Udonthani. Suan Sunandha Rajabhat University that affects the provision of accident insurance services in 4 areas, namely the service process Service channels Service staff and facilities.

METHODOLOGY

This research is mixed-method research using both research methods, that is, it is both qualitative research. Be studying facts from books, textbooks, related research, and survey results, then analyzing those data descriptively to draw conclusions and find solutions to those problems under research principles. And it is also quantitative research. In another part.

That is to opinion data from the sample group was surveyed and the data obtained were analyzed to find the mean ($\bar{x}$) and standard deviation (S.D.) of each answer and each aspect. Then vary the results according to Best and Kahn's criteria Best & Kahn (1993).

Population and Sampling

The selected sample is representative of the population to be studied. They are students who receive accident insurance services. of the Udonthani Education Center Suan Sunandha Rajabhat University

which was obtained from the sample determination in the data survey. Using Taro Yamane's ready-made table with a confidence level of 95 percent and an acceptable error of 5 percent, the sample size was 276 people Zeithaml & Bitner (2000).

Tools used in this research It is a questionnaire to survey the satisfaction of service recipients with the provision of accident insurance services. of the Udonthani Education Center Suan Sunandha Rajabhat University This questionnaire was created according to the set objectives and will be closed-ended questions. and is a valuation scale question. The questionnaire is divided into 2 parts as follows:

Part 1: General information of the respondents is a closed-ended question. It is characterized by a checklist consisting of gender, age, grade level, etc.

Part 2: Information about the level of satisfaction of service recipients in accident insurance. of the Udonthani Education Center Suan Sunandha Rajabhat University Classified by level of satisfaction, divided into 5 levels by creating a questionnaire using a rating scale (Rating Scale) in which the questions cover the content of satisfaction with service work in 4 areas:

1. Service process
2. Service channels
3. Service staff
4. Facilities

To measure satisfaction levels, it is a rating scale questionnaire according to the Likert scale, with weights assigned to 5 levels: the most, the most, the moderate, the least, and the least. which determines the value of the comment level Graduate School, Suan Sunandha Rajabhat University (2021).

Data collection

Data were collected from questionnaires using surveys with a working group to collect data from groups that used the service as follows.

1. Distribute the questionnaire and clarify and explain how to correctly answer the questionnaire to respondents. Including explaining the purpose of this research.
2. Collect data from all self-administered questionnaires.
3. Bring the questionnaire to check for accuracy and count the number equal to the sample size. In the case that the questionnaire is incomplete or incomplete. The researcher distributed the questionnaires again. in order to get complete information Parasuraman, Zeithaml, & Berry (1994).
4. The questionnaires were analyzed and processed according to statistical methods.

RESULTS

For convenience in presenting data analysis results. The researcher has used abbreviations and statistical symbols as follows:

- $\bar{x}$ = Means Score
S.D. = Standard Deviation
N = Number of people in the sample

Presentation ($\bar{x}$) of the level of satisfaction of service recipients with the provision of accident insurance services of the Udonthani Education Center Suan Sunandha Rajabhat University considered by the average of the scores obtained from the questionnaire compared with the average scores according to the following criteria:

Average	Score Interpret
4.51 - 5.00	were satisfied with the service at the highest level.
3.51 - 4.50	Satisfaction with the service at a high level
2.51 - 3.50	were moderately satisfied with the service.
1.51 - 2.50	have a low level of satisfaction with the service
1.00 - 1.50	have the least level of satisfaction with the service.

Table 1

Table 1: Mean, standard deviation, percentage, and satisfaction level of service recipients (n=69).

Data speed service				
List	Percentage	$\bar{X}$	S.D.	Interpret
1. Service process	95.4	4.77	0.22	The most
2. Service channels	96.4	4.82	0.22	The most
3. Service staff	96.0	4.80	0.21	The most
4. Facilities	95.8	4.79	0.18	The most
Total	96.8	4.84	0.15	The most

As shown in table 1, It was found that the service users were satisfied overall. was at the highest level, 96.8 ($\bar{x} = 4.84$) When considering each aspect, it was found that Service channels receive maximum satisfaction It is at the highest level at 96.4 percent ($\bar{x} = 4.82$), followed by service staff. Received the highest level of satisfaction at 96.0 percent ($\bar{x} = 4.80$) and in terms of facilities Satisfaction was at the highest level at 95.8 percent ($\bar{x} = 4.79$).

Table 2

Table 2: Mean, standard deviation, percentage, and satisfaction level of service recipients (n=69). Data integrity services

List	Percentage	$\bar{X}$	S.D.	Interpret
1. Service process	95.0	4.75	0.23	The most
2. Service channels	96.0	4.80	0.26	The most
3. Service staff	95.4	4.77	0.27	The most
4. Facilities	94.4	4.72	0.21	The most
Total	95.8	4.79	0.16	The most

As shown in table 2, It was found that the service users were satisfied overall. was at the highest level, 95.8 ($\bar{x} = 4.79$) When considering each aspect, was found that Service channels receive maximum satisfaction at the highest level at 96.0 percent ($\bar{x} = 4.80$) followed by service staff. Received the highest level of satisfaction at 95.4 percent ($\bar{x} = 4.77$) and in terms of Service process Satisfaction was at the highest level at 95.0 percent. ($\bar{x} = 4.75$).

Table 3

Table 3: Mean, standard deviation, percentage, and satisfaction level of service recipients (n=69). Inter-organizational communication services

List	Percentage	$\bar{X}$	S.D.	Interpret
1. Service process	95.6	4.78	0.25	The most
2. Service channels	95.0	4.75	0.28	The most
3. Service staff	95.2	4.76	0.22	The most
4. Facilities	96.0	4.80	0.17	The most
Total	96.2	4.81	0.16	The most

As shown in table 3, It was found that service recipients are overall satisfied. It is at the highest level at 96.2 percent ($\bar{x} = 4.81$). When considering each aspect, it is found that Facilities receive maximum satisfaction It is at the highest level at 96.0 percent ($\bar{x} = 4.80$), followed by the service process. Received the highest level of satisfaction at 95.6 percent ($\bar{x} = 4.78$) and service staff Satisfaction was at the highest level at 95.2 percent ($\bar{x} = 4.76$).

Table 4

Table 4: Mean, standard deviation, percentage, and satisfaction level of service recipients (n=69). Data tracking services

List	Percentage	$\bar{X}$	S.D.	Interpret
1. Service process	94.0	4.70	0.29	The most
2. Service channels	94.2	4.71	0.29	The most
3. Service staff	95.2	4.76	0.24	The most
4. Facilities	94.2	4.71	0.20	The most
Total	94.6	4.73	0.17	The most

As shown in table 4, It was found that service recipients are overall satisfied. is at the highest level, 94.6 percent ($\bar{x} = 4.73$). When considering each aspect, it is found that Service staff receive maximum satisfaction It is at the highest level at 95.2 percent ($\bar{x} = 4.76$), followed by service channels and facilities. Received the highest level of satisfaction at 94.2 percent ($\bar{x} = 4.71$) and in the service process. Received the highest level of satisfaction at 94.0 percent ($\bar{x} = 4.70$).

CONCLUSION AND FUTURE WORK

Results of a survey of service recipients' satisfaction with accident insurance services. of the Udonthani Education Center Suan Sunandha Rajabhat University The sample group includes students who use the services of accident insurance. of the Udonthani Education Center Suan Sunandha Rajabhat University From a total population of 890 people. A total sample of 276 people was obtained. Overall, the satisfaction of service recipients with the quality of service was obtained. It is at the level of 95.8 percent with a score of 10 as shown in the following table Kwanmuang (2023).

Table 5

Table 5: Ssummarizes the service quality scores of accident insurance services. Udonthani Education Center Suan Sunandha Rajabhat University

Service quality	Mean	Satisfaction level (percentage)	Score level
1. Data speed service	4.77	95.4	10
2. <i>Data integrity services</i>	4.76	95.2	10
3. Inter-organizational communication services	4.80	96.0	10
4. Data tracking services	4.75	95.0	10
Total	4.79	95.8	10

Considering Table 5 on a side-by-side basis, it was found that the sample of students were satisfied with the service regarding the Data speed service at the level of 95.4 percent, with a score of 10. As for the service, the *Data integrity services* was 95.4 percent. It is at the level of 95.2 percent and has a score of 10 in terms of satisfaction with inter-organizational communication services. Was at the level of 96.0 percent and received a score of 10 and was satisfied with the data tracking service. At the level of 95.0 percent, received a score of 10.

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