

**GUIDELINES FOR IMPROVING THE QUALITY OF RESEARCH SERVICES OF THE
RESEARCH AND ACADEMIC SERVICES DIVISION, COLLEGE OF INNOVATION AND
MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY**

Sudarat Chirapruk¹, Panida Ninaroon²

¹*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: sudarat.ch@ssru.ac.th*

²*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: panida.ni@ssru.ac.th*

ABSTRACT

Guidelines for Improving the Quality of Research Services of the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. This research was conducted to: Examine the satisfaction of personnel regarding the quality of research services provided by the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. Explore ways to improve the quality of research services of the same division.

The study involved 134 personnel from the College of Innovation and Management, with a sample size of 100 participants. A quantitative research method was employed, using a questionnaire as the data collection tool. Data were analyzed using descriptive statistics, including mean, frequency, and percentage.

The findings revealed that the overall level of satisfaction with the quality of research services provided by the division in five aspects was high, with an average satisfaction score of 4.02. The highest-rated aspects were reliability, responsiveness, assurance, empathy, and physical attributes. These findings serve as a guideline for enhancing the quality of research services offered by the Research and Academic Services Division of the College of Innovation and Management, Suan Sunandha Rajabhat University.

Keywords: Quality improvement, Service delivery, Research services

INTRODUCTION

The College of Innovation and Management was initially established in 1997. Subsequently, on Wednesday, March 26, 2008, during the 4/2008 meeting of the Suan Sunandha Rajabhat University Council, it was resolved to rename the College of Management to the College of Innovation and Management.

The college's mission focuses on promoting research and academic services, creating commercial innovations, and transferring knowledge to society for sustainable development. Within the college, the Research and Academic Services Division supports both personnel and students in developing research projects that align with and sustain initiatives derived from royal development projects, fulfilling the university's mission of local development.

Recognizing the significance of research services provided by the Research and Academic Services Division, the researcher acknowledges its critical role in delivering research information and academic services to staff, faculty, and students. This division also facilitates access to research publication channels and research funding sources, furthering organizational and individual development.

Service Quality Factors Based on the SERVQUAL Model

Parasuraman, Zeithaml, and Berry (1985: 47, cited in Wanpen Palasak, 2010: 15) outlined ten characteristics of service quality, which were later summarized into five key determinants of service quality in the SERVQUAL model:

1. **Reliability**
Service providers must deliver accurate and appropriate services or information that foster trust and reliability. Proper service delivery builds confidence in users.
2. **Responsiveness**
Providers should promptly and attentively address users' needs, demonstrating their dedication to delivering efficient and caring services.
3. **Assurance**
Service providers must instill confidence in users through politeness, expertise, and professional conduct. Their ability to deliver services competently and consistently reinforces trust in their capabilities.
4. **Empathy**
Empathetic service involves attentiveness before and after the service, including follow-ups on resolved issues to monitor outcomes and ensure user satisfaction.
5. **Tangibles**
This encompasses the physical aspects of service delivery, such as the appearance of facilities, modern equipment, advanced technology, and professional demeanor of staff, ensuring convenience and professionalism.

Effective service quality relies on consistent accuracy, meeting customer needs, and building trust through reliable service delivery (Aeknarachindawat. N, 2023).

In summary, Service Quality refers to the efficient delivery of services that effectively assist those seeking help. High-quality service providers must exhibit professionalism, expertise, a friendly demeanor, a genuine passion for service, and adaptability in all situations. By being attentive and caring toward customers, they can build trust and confidence in their service.

OBJECTIVE

1. To study the satisfaction of personnel with the quality of research services provided by the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University.
2. To explore strategies for improving the quality of research services offered by the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University.

Hypothesis

Differences in personal factors influence the level of satisfaction with the quality of research services provided by the Research and Academic Services Division.

METHODOLOGY

1. Population and Sample Population

This study focuses on assessing the level of satisfaction among personnel regarding the quality of research services provided by the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. The population consists of 134 personnel, including 107 faculty members and 27 staff members (data from the Personnel Administration Division, Suan Sunandha Rajabhat University, 2025).

Sample

The sample was determined using stratified random sampling, categorized by educational levels, from a finite population. (Yamane. T, 1973: 727-728) was employed to calculate the sample size.

2. Research Instrument

The research instrument used in this study was a **questionnaire** designed by the researcher, comprising both open-ended and close-ended questions. The design process was guided by theories, concepts, and related research studies.

3. Development of the Questionnaire

The questionnaire was divided into three sections:

General Information

Questions about respondents' demographic details, including gender, age, status, and duration of service use.

Satisfaction with Research Service Quality

Questions designed to measure personnel satisfaction with the quality of research services provided by the Research and Academic Services Division, focusing on five aspects: Reliability, Responsiveness, Assurance, Empathy, Tangibles.

Suggestions

Open-ended questions for respondents to provide additional feedback and recommendations.

4. Validation of the Questionnaire

The questionnaire was reviewed by three experts to assess its content validity. Each expert provided feedback and scored the items. The Index of Objective Congruence (IOC) was calculated, yielding a value of 0.94, which indicates high alignment with the research objectives. According to standard guidelines, an IOC value of 0.5 or higher is considered suitable and valid for use in research.

3.2 Data Collection

The researcher collected data for the study as follows:

1. The researcher created a questionnaire and distributed it to 100 personnel within the College of Innovation and Management, who were part of the sample group. The questionnaires were sent via **Google Forms**.
2. All responses were collected through the **Google Forms** application and were subsequently analyzed using the **SPSS software** for statistical analysis.

RESULTS

Level of Satisfaction with Research Service Quality

The level of satisfaction of personnel regarding the quality of research services in all five aspects provided by the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University, was generally high, with an average satisfaction score of **4.02**. All five aspects showed high levels of satisfaction. The rankings, from highest to lowest average score, are as follows: Reliability, Responsiveness, Assurance, Empathy, Tangibles.

Recommendations for Improving Research Service Quality

Based on the analysis of the data collected from the questionnaire, the personnel expressed a high level of satisfaction with the services. However, there are areas in need of further development to enhance service quality. Specifically, the aspects requiring improvement include: **Reliability, Responsiveness, Assurance, Empathy, Tangibles**. These areas should be focused on to improve the overall quality of service in the future.

CONCLUSION AND FUTURE WORK

The findings of this study on the development of research service quality in the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University can be summarized as follows:

Overall, the personnel within the College of Innovation and Management expressed high levels of satisfaction with the quality of research services in all five areas, including: Responsiveness, Empathy, Assurance, Reliability, Tangibles.

The overall average satisfaction score was 4.02, indicating a high level of satisfaction. This shows that the Research and Academic Services Division has provided responsive services and created a positive impression among the personnel.

Guidelines for Improving Service Quality

Based on the study results, the following can be concluded regarding the development of service quality in research services by the Research and Academic Services Division:

1. **Responsiveness:** This is the most crucial area for improving service quality, focusing on providing fast and efficient responses.
2. **Empathy:** There should be a genuine focus on caring for and attending to the needs of service users.
3. **Assurance and Reliability:** Personnel should be confident in the services they receive, knowing that the information provided is accurate and reliable.
4. The **Development of Tangibles:** The physical aspects of the service environment should be updated and improved to enhance credibility.

Outcomes

These improvements will help build confidence among personnel, encouraging more use of services. This will ultimately foster trust and strengthen the relationship between personnel and the Research and Academic Services Division of the College of Innovation and Management, Suan Sunandha Rajabhat University. Providing accurate and correct information will promote greater future usage of services.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Parasuraman, A., Zeithaml, V. and Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–51.
- Aeknarajindawat, N. (2023). Factors Affecting Satisfaction in Using Robots “Sawasdee Nurse” of the Chaiyaphum Provincial Administrative Organization Area, *Journal of Political Science Suan Sunandha Rajabhat University* Vol. 6 No. 2 July - December 2023.
- Yamane, T. (1973). Statistics: An introductory analysis.
- Zhao, X., & Lee, Y. (2018). Impact of University Service Quality and Familiarity on Recommendation Intention: Focusing on Chinese Foreign Students. *Journal of service research and studies*, 8(3), 63-80.
- Pham, L., Limbu, Y. B., Bui, T. K., Nguyen, H. T., & Pham, H. T. (2019). Does e-learning service quality influence e-learning student satisfaction and loyalty? Evidence from Vietnam. *International Journal of Educational Technology in Higher Education*, 16(1), 1-26.
- Chimaked. M, Pongsumran. S. (2017). Service Quality Improvement Guidelines of Academic Affairs, Faculty of Education, Srinakharinwirot University. *Kasem Bundit Journal*. Volume 18 No. 1, January - June 2017.