

## THE PERFORMANCE OF THE DUTIES AND THE GENERAL ADMINISTRATION SERVICES. COLLEGE OF INNOVATION AND MANAGEMENT SUAN SUNANDHA RAJABHAT UNIVERSITY

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### ABSTRACT

The purposes of this research are to. 1) Study the efficiency of performing duties and providing administrative services; College of Innovation and Management Suan Sunandha Rajabhat University 2) Study opinions and suggestions for performing duties and providing administrative services College of Innovation and Management Suan Sunandha Rajabhat University. Data were collected using a questionnaire from a group of College of Innovation and Management personnel Suan Sunandha Rajabhat University, 1345 people. Data were analyzed using descriptive research. The tools used in questionnaire research and statistics used were mean (X), standard deviation (S.D.) and content analysis (content analysis).

The results of the research found that the efficiency of performing duties and providing administrative services College of Innovation and Management Suan Sunandha Rajabhat University Overall, it is at a high level in all 4 areas. Including the process or steps of providing services. Officers or service personnel Facilities and service quickly. There is immediate problem solving. And provide full service points that should be improved is to show the service point sign and various forms for providing services to students.

**Keywords:** Performance of the duties, General Administration services, Satisfaction

### INTRODUCTION

According to the structure of the College of Innovation and Management Suan Sunandha Rajabhat University The structure has been divided into 5 departments: general administration department, academic department, planning department and quality assurance department. Research and Academic Services Department and student affairs department. With the objective of providing teaching and learning services. Academic research services along with supporting teaching and learning of faculty and students. Administrative work of the College of Innovation and Management This is a job that supports management in various areas as well as giving advice Consultation with teachers Staff and students This is work to support teaching and learning for faculty and students. To achieve the goals of the college Administrative services are therefore the center of administration that supports other departments. And it is one of the main tasks that will support teaching and learning to be more efficient.

Administrative work is work related to documents and books to be used as official evidence. which has a process starting from the time it was created official document Sending official documents out of the agency and receiving official documents into the agency There is a collection of official documents. As well as maintaining and borrowing official documents for use and ends with the destruction of official documents when the deadline is due. By adhering to the regulations of the Office of the Prime Minister on Secretarial Work, B.E. 2526 (1983) as a guideline for systematic practice. that is convenient, fast, accurate, and on time and efficient to save time Labor and expenses (Udom Pannolit, 2004, page 15) [1]. In addition, administrative work is also control, inspection, and facilitation of coordination. so that the work of every The department proceeds towards the goals that were set as best as possible, consistent with Pradit Huabcharoen (1999, page 330) [2] who said: Administrative work is one of the tasks in the agency that will help the agency's activities proceed with speed, accuracy, and benefit to the agency.

Administrative work is a service job that will help personnel or visitors receive services. facilitation Help the work run smoothly. and is important to the agency. Therefore, administrators who can help with other main tasks Going well There must be systematic administration and other tasks. will proceed smoothly which requires cooperation from the administration Good administrative work can promote and support other work. Going well. Must rely on the person performing the work who must have knowledge Ability to lead operations to achieve goals Administrative services must use techniques. Come help make management more efficient.

From performing duties and administrative services of the College of Innovation and Management Suan Sunandha Rajabhat University. That past Still unable to provide effective services to faculty, staff, students, and the general public. Therefore, the researcher is interested in studying the problems, causes, and efficiency of performing duties and providing administrative services at the College of Innovation and Management. Suan Sunandha Rajabhat University to plan Improve and develop administrative services to be more efficient.

### **OBJECTIVE**

9. To study the efficiency of performing duties and providing administrative services. College of Innovation and Management Suan Sunandha Rajabhat University has 4 aspects: process or service process Officers or service personnel Facilities and service results.
10. To study opinions and suggestions for performing duties and providing administrative services for the College of Innovation and Management Suan Sunandha Rajabhat University.

### **METHODOLOGY**

#### **Study population and sample**

The population used in the research is Academic personnel Academic support personnel and students of the College of Innovation and Management Suan Sunandha Rajabhat University By inquiring from samples calculated using Taro Yamane's formula, divided into. Academic personnel number 80 people, academic support personnel number 15 people, students number 1250 people, total sample size 1345 people.

#### **Tools used to collect data**

The researcher uses a questionnaire as a tool to collect data from the sample. The details about creating a questionnaire are as follows: 1. Study how to create a questionnaire. 2. Create a questionnaire to ask for opinions on various issues, divided into 3 parts: Part 1 General information of service recipients. Part 2 is a questionnaire regarding efficiency in performing duties and providing administrative services. College of Innovation and Management. The nature of the questionnaire is closed-ended. Using a standard rating scale (Rating Scale) of 5 levels: most, very, moderate, little and least. Part 3 is a questionnaire about Additional comments and recommendations for the performance of duties and services of the College of Innovation and Management's administrative work Suan Sunandha Rajabhat University which is open-ended (Open Ended).

#### **Data collection**

Collection of research data the researcher followed the steps as follows. 1) Distribute questionnaires to sample respondents using the online Google Form system. 2) Collect the questionnaires that have been answered and process them to check the accuracy and completeness of the data. Then used to analyze the data further.

#### **Data analysis**

The researcher took the data to check for completeness and then analyzed it to find statistical values according to the characteristics desired to study. By using the results from the questionnaire, part 1, which is general information of service recipients, including gender, age, occupation, educational level. and the number of times receiving service of the respondents to break down the frequency and find the percentage Then presented in table form to accompany the essay. Part 2 Satisfaction in performing duties and providing administrative services. College of Innovation and Management, classified into 4 areas. Including 1) the process or steps of providing services, 2) the staff or service personnel, 3) the facilities,

and 4) the service results. By taking each side to find the mean and standard deviation. Arrange satisfaction levels and presents a table format to accompany the essay and Part 3 analyzes and proposes an essay.

**Processing time**

1 October 2023 – 30 June 2024

**RESULTS**

Table 1. Results of the analysis of general data of the respondents, including gender, age, type, education level, and number of times of service use.

| Personal factors               | amount | average |
|--------------------------------|--------|---------|
| <b>Sex</b>                     |        |         |
| Male                           | 605    | 44.98   |
| Female                         | 740    | 55.02   |
| <b>Age</b>                     |        |         |
| 20 – 30 years                  | 1040   | 77.32   |
| 31 – 40 years                  | 200    | 14.88   |
| 41 - 50 years                  | 92     | 6.84    |
| More than 51                   | 13     | 0.96    |
| <b>Personnel type</b>          |        |         |
| Academic                       | 1      | 3.70    |
| Academic support               | 3      | 11.11   |
| student                        | 23     | 85.19   |
| <b>Personnel type</b>          |        |         |
| Government Officer             | 80     | 5.95    |
| Land Employee                  | 15     | 1.12    |
| Income Employee                | 1250   | 92.93   |
| <b>Education level</b>         |        |         |
| Under bachelor's degree        | 981    | 72.94   |
| Undergrad                      | 180    | 13.38   |
| Bachelor's degree              | 152    | 11.30   |
| Postgraduate                   | 32     | 2.38    |
| <b>Times receiving service</b> |        |         |
| every day                      | 173    | 12.86   |
| 4 – 6 days a week              | 646    | 48.03   |
| 1 – 3 days a week              | 344    | 25.58   |
| Less than 1 day per week       | 182    | 13.53   |

Table 2. Results on the efficiency of work performance and service of the administrative work, College of Innovation and Management, Suan Sunandha Rajabhat University.

| Afficiency                                                    | average        | S.D         |
|---------------------------------------------------------------|----------------|-------------|
| 1. In terms of service processes or procedures                | 3.93           | 0.83        |
| 2. On the staff or service personnel side                     | 4.35           | 0.75        |
| 3. Facilities                                                 | 3.84           | 0.80        |
| 4. Service results                                            | 3.88           | 0.89        |
| <b>combine</b>                                                | <b>4.00</b>    | <b>0.82</b> |
| <b>Efficiency in terms of service processes or procedures</b> | <b>average</b> | <b>S.D</b>  |
| 1. The assigned tasks are provided systematically.            | 3.95           | 0.81        |
| 2. Services are provided on a first-come, first-served basis. | 3.94           | 0.82        |

|                                                                                                                                |                |             |
|--------------------------------------------------------------------------------------------------------------------------------|----------------|-------------|
| 3. Able to provide services both during and outside normal business hours.                                                     | 3.80           | 1.04        |
| 4. There is appropriateness of the service delivery procedures as assigned.                                                    | 4.10           | 0.63        |
| 5. Have a service period that is appropriate for the activity/work conditions.                                                 | 3.80           | 0.82        |
| <b>combine</b>                                                                                                                 | <b>3.93</b>    | <b>0.82</b> |
| <b>Efficiency in terms of service personnel or personnel</b>                                                                   | <b>average</b> | <b>S.D</b>  |
| 1. The staff are enthusiastic and attentive in providing services.                                                             | 4.05           | 0.78        |
| 2. The staff will provide advice, consultation, suggestions and help answer questions about the service with full willingness. | 4.50           | 0.88        |
| 3. The officers have polite and neat behaviors, speech, and attire.                                                            | 4.36           | 0.59        |
| 4. The staff provides services without asking for compensation.                                                                | 4.80           | 0.77        |
| 5. Staff provide services with equality, fairness and without discrimination.                                                  | 4.16           | 0.88        |
| 6. The staff are quick-witted in solving immediate problems.                                                                   | 4.68           | 0.69        |
| 7. The staff provided services with convenience and speed.                                                                     | 4.00           | 0.74        |
| <b>combine</b>                                                                                                                 | <b>4.35</b>    | <b>0.75</b> |
| <b>Efficiency facilities</b>                                                                                                   | <b>average</b> | <b>S.D</b>  |
| 1. There are sufficient tools and equipment for use.                                                                           | 4.18           | 0.68        |
| 2. There are various forms for providing services.                                                                             | 3.42           | 0.85        |
| 3. There are signs or signs indicating service points.                                                                         | 3.16           | 0.83        |
| 4. The service area is clean and tidy.                                                                                         | 4.49           | 0.77        |
| 5. There are steps or methods for using the facilities shown to service recipients.                                            | 3.25           | 0.78        |
| 6. You can receive services through various channels, such as by telephone, Facebook, Line Application, E-mail, etc.           | 4.59           | 0.88        |
| <b>combine</b>                                                                                                                 | <b>3.84</b>    | <b>0.80</b> |
| <b>Efficiency service performance</b>                                                                                          | <b>average</b> | <b>S.D</b>  |
| 1. You received impressive service.                                                                                            | 3.83           | 0.95        |
| 2. You receive services that meet your needs.                                                                                  | 3.93           | 0.82        |
| 3. You receive information services, both internal and external news that are useful for your work.                            | 3.90           | 0.90        |
| <b>combine</b>                                                                                                                 | <b>3.88</b>    | <b>0.89</b> |

### CONCLUSION AND FUTURE WORK

Research on the efficiency of the performance and administrative services of the College of Innovation and Management aims to: 1) To study the efficiency of the performance and administrative services of the College of Innovation and Management, Suan Sunandha Rajabhat University in 4 areas: In terms of service processes or procedures, in terms of service personnel or staff, in terms of facilities, in terms of service results. 2) To study opinions and suggestions on the performance of duties and administrative services of the College of Innovation and Management, Suan Sunandha Rajabhat University. The researchers summarized the research results according to the objectives, discussed the results, and made the following recommendations.

#### Summary of research results

The results of the analysis of general data of the users of the Office Service, College of Innovation and Management, from the respondents, 1,345 people, the status was found to be female, 740 people, or 55.02 percent, and male, 605 people, or 44.98 percent. The results of the analysis of the efficiency level towards the performance of duties and administrative services of the College of Innovation and

Management found that overall it was at a high level ( $\bar{x} = 4.00$ ). And when considering the level of satisfaction in each aspect, we can summarize the satisfaction from most to least in order, with the aspect that received the most satisfaction first. That is, the staff or personnel side service provider ( $\bar{x} = 4.35$ ) followed by the service process or procedure side ( $\bar{x} = 3.93$ ), service results side ( $\bar{x} = 3.88$ ) and facilities side ( $\bar{x} = 3.84$ ).

### **Discussion of results**

From the results of the study of the efficiency of the performance and administrative services of the College of Innovation and Management in all 4 areas, it can be concluded that: The service recipients' opinions on the efficiency of the performance and administrative services of the College of Innovation and Management are at a high level. When considering each aspect, it can be summarized as follows: 1) In terms of the process or steps of providing services, overall, it is at a high level. It was found that service users have opinions on the efficiency of the services that are systematically provided as assigned and the appropriateness of the steps in providing services as assigned services are provided on a first-come, first-served basis and can be provided both during and outside normal business hours. Service durations are appropriate for the activities/work conditions. The reason for this research result is because the College of Innovation and Management has developed its services and has introduced the concept of one-stop service to facilitate those who come to contact to receive various services (Chumpol Rodjam et al. (2021)). [3] 2) In terms of service personnel or staff, overall, it is at a high level. It was found that service users are satisfied with service personnel without asking for compensation. The personnel are quick-witted in solving immediate problems at the highest level next is the staff who provide advice, consultation, suggestions and help answer questions in providing services with willingness, polite manners, speech and dress, provide services with equality, fairness and no discrimination. The staff are enthusiastic and attentive in providing services. And the staff provided services quickly. The research results were like this because of the management and exchange of knowledge related to other departments, which is consistent with Rujira Lueangubon and Namlin Thiamkaew (2011, p. 51). [4] The satisfaction with the service quality of Mahasarakham University Library Service Center for the academic year 2011 was studied. The research results found that: Service personnel who provide services to users are most satisfied with the quality of service in terms of service personnel, i.e., providing fast and prompt service and providing advice and assistance in using the service. 3) In terms of facilities, overall, the level is at a high level. It was found that users are satisfied with the services that they receive through various channels, such as telephone, Facebook, Line Application, E-mail, etc. Equipment and tools are adequate for use. The place is clean and tidy. There are various forms for providing services. Next, there are steps or methods for using the facilities shown to service recipients and signs indicating service points. Which is consistent with Piyanuch Sujit (2010: Abstract) [5] who conducted a study on satisfaction in using the services of the Suan Sunandha Rajabhat University Information Center. The study results found that service users were highly satisfied with the facilities. 4) In terms of service results, overall, it was at a high level. It was found that service users were satisfied with the service, received both internal and external information services that were useful for their work, received services that met their needs, and received impressive services, which was consistent with Manit Sarakham (2017: Abstract). [6] A study of the efficiency of the administrative work of the Educational Service Division for internal units of Mahasarakham University found that the administrative head and administrative staff of Mahasarakham University. There are opinions about the efficiency of the administrative work of the Educational Service Division to internal units of Maha Sarakham University, overall at a high level and in each aspect at a high level, including: In terms of personnel, efficiency in receiving and sending administrative documents, and service, the research results are as follows: The College of Innovation and Management has improved the process. Modernizing operations can support multiple service channels and apply new technologies to operations.

### **Suggestions for application**

From the study of the efficiency of the performance and administrative services of the College of Innovation and Management, it can be concluded as follows: 1) In terms of process or steps, the service

is appropriate for each step. The operation time should be clearly shown according to the assigned process. 2) In terms of facilities, the number of computers for searching is not enough to service students and the work efficiency is not as good as it should be. It should be improved. There are no clear signs indicating the service points and the forms for students are not clear.

#### **Suggestions**

1. The impact of the performance and service efficiency of the College of Innovation and Management should be studied on the original sample group, but the time period should be extended to compare the development of the sample group to see if there is any difference.

2. There should be a study of the impact of other factors on the success of operations, such as organizational culture, attitudes, etc., to study the factors that make planning successful and serve as a guideline for college management.

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