

**SERVICE INNOVATIONS AFFECTING USER SATISFACTION IN THE
SERVICES OF THE RESEARCH AND ACADEMIC SERVICES DIVISION,
COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA
RAJABHAT UNIVERSITY**

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ABSTRACT

The research study titled “Service Innovation Affecting User Satisfaction in the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University” aimed to: Examine the level of service user satisfaction with the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. Investigate the extent to which service innovation is applied in the operations of the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. The researcher conducted a review of literature, articles, previous studies, and related theoretical concepts to clarify and understand the context of the research topic. The population consisted of instructors, researchers, students, and external service users. Simple Random Sampling was used. The total population was 190 individuals, with a sample size of 129 respondents. Descriptive Statistics were used to analyze data from the sample respondents in Part 1 of the questionnaire, which included questions related to general information about the respondents. The data were summarized using percentage, frequency, mean, and standard deviation. Inferential Statistics were employed to analyze the impact of user satisfaction on service usage in the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. For these quantitative variables, Multiple Regression Analysis was used to determine the relationships and influence among the variables.

Keywords: Service Innovation, User Satisfaction, Research and Academic Service Division

INTRODUCTION

At present, higher education institutions play an important role in the development of knowledge, research, and academic services for society. These are key missions that enhance academic potential and strengthen communities. The services provided by the Research and Academic Services Division serve as a vital mechanism for driving the institution's success—through knowledge creation, technology transfer, and providing academic consultation to government agencies, the private sector, and communities.

However, in the era of technological and digital transformation, traditional service models may no longer meet the needs of service users who increasingly expect convenience, speed, and efficiency. Therefore, internal units within universities must adopt service innovation to enhance the quality of service delivery—for instance, by integrating information technology systems to support operations,

modernizing service processes, and developing staff capabilities to foster creativity and professionalism in service provision.

The Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University, plays a crucial role in providing research services, academic services to society, training programs, academic journals, national and international academic conferences, and knowledge development for personnel and external organizations. Hence, the development of service innovation is of great importance in creating positive user experiences and promoting the university's image. Meeting users' needs involves creating satisfaction and a lasting impression, leading to user loyalty and repeated service usage (Sukanya Phopha, 2010: 25).

The Research and Academic Services Division recognizes the importance of providing high-quality services to users. Given its multiple responsibilities—such as managing journal publications and organizing national and international academic conferences—the division must attract contributors and participants. Providing quality services can enhance user satisfaction and encourage continued engagement.

This study is significant as it aims to determine the extent to which service innovation has been applied in the operations of the Research and Academic Services Division and to analyze user satisfaction levels. The research findings can serve as guidelines for improving service efficiency and promoting sustainable responsiveness to users' needs.

OBJECTIVE

1. To study the level of service users' satisfaction with the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University.
2. To study the level of service innovation implementation in the operations of the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University.

Literature

Concepts and Theories Related to Service Innovation

At present, Suan Sunandha Rajabhat University places great importance on innovation and various technologies that can drive the university toward becoming a truly digital institution. This includes providing high-quality services that ensure satisfaction among students, instructors, researchers, and external service users. Such efforts promote accessibility to research information and academic services, as well as the exchange of research data, knowledge, and other technologies. In this research, the researcher has compiled concepts and theories related to service innovation in various contexts as follows:

Drejer (2004) and Mattsson et al. (2005) defined service innovation as the creation of new services that are often studied within similar contexts. In the current business environment particularly in the tourism industry intense competition requires companies to focus on the effective utilization of available resources to enhance profitability and ensure organizational survival.

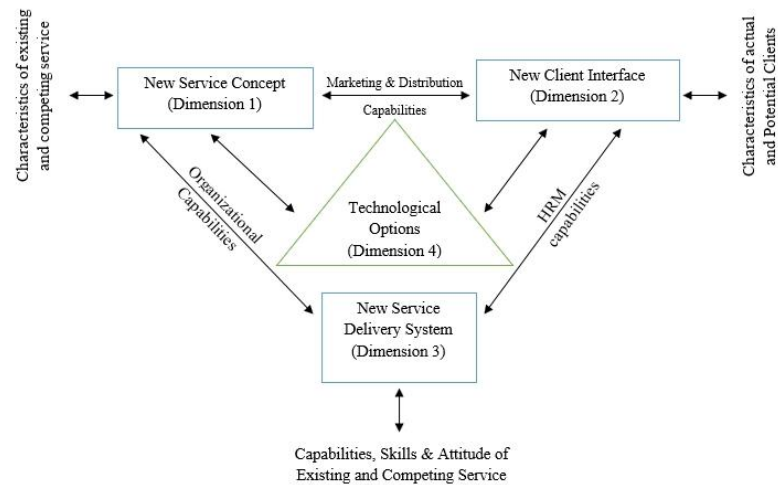


Figure 1: Model of Four Dimensions of Service Innovation

Source: Den Hertog, 2000

Den Hertog (2000) developed a model of service innovation that encompasses multiple dimensions and can be linked to various parts of the service process, including:

Service Concept – The idea or design of a new service.

Client Interface – The methods of interacting and creating experiences with service users.

Service Delivery System – The systems and processes that support service provision.

Technological Options – The application of technology to enhance service quality and efficiency.

Therefore, service innovation is an essential process that enables organizations to develop, adapt, and continuously respond to user needs amid rapid technological change and increasing competition.

Therefore, it can be concluded that service innovation plays a crucial role in creating and improving service processes and delivery models to make service operations more convenient, simple, and efficient. This benefits both service users and providers, leading to greater user satisfaction. Moreover, by integrating new technologies to transform organizational operations, service innovation can also enhance profitability and overall performance within the service industry.

Concepts and Theories Related to Service Quality

Parasuraman et al. (1985, 1990) studied the differences between customers' expectations and perceptions of an organization's service performance. They proposed that service quality arises from the "gaps" between what customers expect and what they actually receive. Based on this concept, they developed the SERVQUAL Model, which identifies five key dimensions of service quality as follows:

Tangibles

The physical aspects of the service, including facilities, equipment, personnel, and materials associated with service delivery.

Reliability

The ability to perform the promised service accurately and dependably, ensuring consistent standards and trustworthy information.

Responsiveness

The willingness and promptness of employees to assist and provide services to customers.

Assurance

The knowledge, courtesy, and competence of employees that instill trust and confidence in customers.

Empathy

The provision of caring, individualized attention to customers, emphasizing understanding and personalized service.

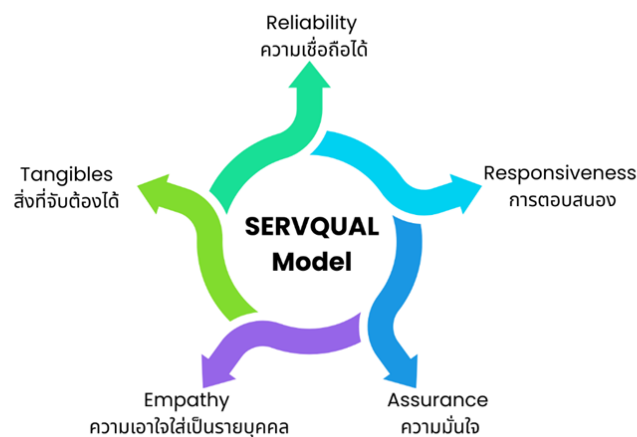


Figure 2: SERVQUAL Model

Source: Parasuraman et al., (1985, 1990)

Concepts and Theories Related to Customer Satisfaction

Customer satisfaction arises from the feelings and perceptions of customers after receiving a service. It involves a comparison between expectations prior to service and the perceived performance of the service received. If the perceived performance meets or exceeds expectations, the customer is satisfied; if it falls short, the customer becomes dissatisfied (Kotler & Keller, 2016).

Oliver (1980) explained that satisfaction results from the process of comparing what customers expect with what they actually receive:

Positive Disconfirmation: Perceived performance exceeds expectations □ Customer is satisfied.

Confirmation: Perceived performance matches expectations □ Customer is moderately satisfied.

Negative Disconfirmation: Perceived performance falls below expectations □ Customer is dissatisfied.

Maslow (1943) suggested that customer satisfaction is related to the fulfillment of human needs, which are arranged in five hierarchical levels:

Physiological Needs – Basic physical requirements.

Safety Needs – Security and stability.

Social Needs – Love, belonging, and social relationships.

Esteem Needs – Recognition, respect, and achievement.

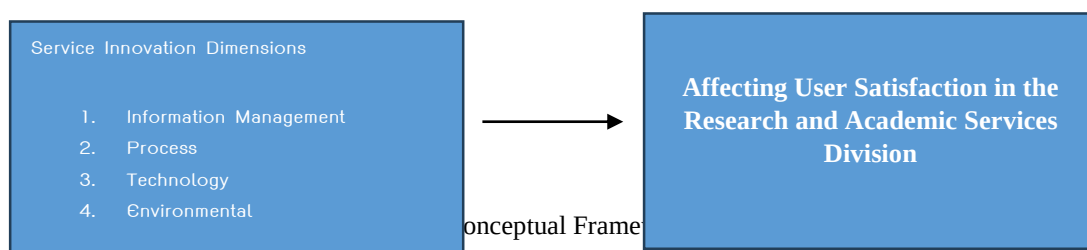
Self-Actualization Needs – Fulfillment of personal potential.

In the context of service, organizations that effectively meet customers' needs at each level can foster satisfaction and long-term loyalty.

In summary, customer satisfaction reflects a person's positive emotional response. It occurs when service users perceive that the service aligns with their expectations. If expectations are met, users feel satisfied; if expectations are not met, dissatisfaction arises, often leading to comparisons with other services.

Conceptual Framework

The research study entitled "Service Innovations Affecting User Satisfaction in the Services of the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University" was developed based on a review of concepts, theories, literature, and related research. From this review, the conceptual framework was established as follows:



METHODOLOGY

Population and Sampling

This study focuses on examining the level of service user satisfaction with the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University, as well as the extent to which service innovation is applied in the division's operations. The population includes instructors, researchers, students, and external service users. Simple Random

Sampling was employed, based on the probability of service users accessing the division between August 1, 2025, and January 30, 2026. The total population consisted of 190 individuals, with a sample size of 129, calculated using Taro Yamane's formula with a 5% margin of error (Taro Yamane, 1973).

$$n = \frac{N}{1 + N(e)^2}$$

Let:

n = sample size

N = population size

e = sampling error

Given: $N = 190$, $e = 0.05$

The sample size formula (Taro Yamane, 1973) is:

$$n = \frac{N}{1 + N(e)^2}$$

Substitute the values:

$$n = \frac{190}{1 + 190(0.05)^2} = \frac{190}{1 + 190(0.0025)} = \frac{190}{1 + 0.475} = \frac{190}{1.475} \approx 128.81$$

After rounding:

$$n = 129$$

Research Instruments and Instrument Validity

The research instrument was a questionnaire consisting of both open-ended and closed-ended questions developed by the researcher based on relevant theories and prior studies. The questionnaire was divided into three parts:

Part 1: General Information – Respondents' demographic information, such as gender, age, status, and length of service use.

Part 2: Service Satisfaction Questionnaire – Measuring user satisfaction with the Research and Academic Services Division across four aspects: **Information, Process, Technology** and **Environmental**.

Part 3: Suggestions – Space for respondents' additional comments and recommendations.

The questionnaire was reviewed by three experts to assess content validity using the Index of Objective Congruence (IOC). Questions with an IOC ≥ 0.50 were considered aligned with the research objectives and suitable for use, while items with IOC < 0.50 required revision.

Data Analysis

Descriptive statistics were used to analyze data from the sample. This included calculating percentages, frequencies, means, and standard deviations to describe respondents' general information and satisfaction levels with the Research and Academic Services Division.

RESULTS

The analysis of **user satisfaction with the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University** revealed that, overall, satisfaction was at a **very high level**. When examined by dimension: The **Environmental** dimension had the highest level of satisfaction, categorized as very high. The **Technology** dimension was the next highest, also at a very high level. The dimension with the lowest satisfaction, though still very high, was **Information Management**. Overall, all dimensions were rated at a **very high level of satisfaction** by service users.

CONCLUSION AND FUTURE WORK

This study examined the impact of Service Innovations Affecting User Satisfaction in the Services of the Research and Academic Services Division, College of Innovation and Management, Suan Sunandha Rajabhat University. Four key dimensions of service innovation: Information Management, Process, Technology, and Environmental were analyzed to determine their influence on user satisfaction. The findings indicate that all four dimensions positively contribute to enhancing user satisfaction with each playing a unique role: effective Information Management ensures timely and accurate access to research and academic resources; streamlined Processes reduce delays and increase efficiency; the integration of Technology facilitates smoother service delivery; and a supportive Environmental context promotes comfort and engagement among users. Overall, these results highlight the critical role of service innovations in fostering a more satisfying and efficient user experience in higher education service environments.

Future Work

Future research can expand upon this study by incorporating additional variables, such as staff competency, organizational culture, or service personalization, to gain a more comprehensive understanding of factors affecting user satisfaction. Longitudinal studies could also be conducted to assess the long-term effects of service innovations on user experience. Additionally, comparative studies across universities or academic divisions could provide insights into best practices and strategies to enhance service quality through innovation. Finally, integrating advanced technological tools, such as AI-driven service analytics or digital feedback systems, could be explored to further optimize service delivery and better meet user needs.

In the current era of rapid change, the integration of AI (Artificial Intelligence) into work processes can streamline operations and enhance service delivery, making services faster and more efficient. AI technology innovation has wide-ranging applications across business and industrial sectors. Its primary objectives include enhancing efficiency, processing large volumes of data at high speeds, reducing errors, and analyzing consumer behavior to support long-term business competitiveness and industry growth. Nongkhoo, A. (2025).

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