

Abstract

Title : **Determination of Client Satisfaction, Division of Finance and Accounting, Suranaree University of Technology**

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This research's objectives are (1) to study the satisfaction of the service receivers both inside and outside SUT; (2) compare the satisfaction of the service receivers both inside and outside SUT; and (3) to compare the satisfaction between students, non-academic staff and academic staff.

The sample population consisted of those service receivers within SUT totaling 1,342: 884 students; 305 non-academic staff and regular employees; 137 academic personnel and 89 service receivers outside SUT. The research tool used was a Survey Form of the Satisfaction of the Services of the Division of Finance and Accounting. The data was analyzed by (1) descriptive statistics: frequency, percentage, average and standard deviation; (2) referential statistics: Mann-Whitney U test and Kruskal-Wallis H test; and (3) content analysis.

The findings of the research can be summarized as follows:

1. The overall picture of those within SUT receiving services have overall satisfaction in all aspects and overall in each aspect in the level of "high," with satisfaction concerning the servicing staff the most and running up being the process of servicing and the system for servicing ($\bar{x} = 3.75, 3.56$ and 3.56 respectively).

Moreover students and academic staff have overall satisfaction in all aspects and overall in each aspect in the level of "high," with satisfaction concerning the servicing staff the most. The nonacademic staff have overall satisfaction in all aspects and overall in the aspect of servicing staff in the "high" level, while "moderately satisfied" in the aspects of servicing process and system.

2. Those outside SUT receiving services have overall satisfaction in all aspects and overall in each aspect in the level of "high," with satisfaction concerning the servicing staff the most and running up being the process of servicing and the system for servicing ($\bar{x} = 4.02, 3.81$ and 3.79 respectively).

3. Those receiving services from inside and those receiving services from outside SUT have overall satisfaction in all aspects and the overall picture of each aspects differ with .05 statistical significance, with those outside SUT receiving services having greater satisfaction than those inside SUT.

4. Students, nonacademic staff and academic staff have overall satisfaction in all aspects and the overall picture of each aspect differs with .05 statistical significance. All categories of service receivers within SUT have different satisfaction levels: academic staff had the highest satisfaction level, followed by students and nonacademic staff respectively.