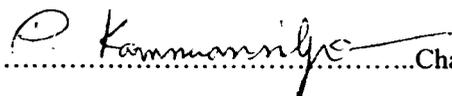


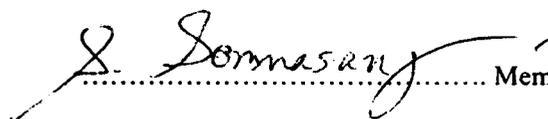
THESIS TITLE: SECURITY SERVICES DEVELOPMENT

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ABSTRACT

The objectives of this operations research were: 1) to investigate the problems and obstacles to high quality services provision; 2) to find ways to improve the quality of services; and 3) to assess the achievement of service improving activities.

Two groups of people were selected for this study. The first group comprised of all 167 security guards of Khon Kaen University; and the second groups were 390 service receivers on campus.

Questionnaire interviews were conducted to collect data for this study. After the problems and obstacles were unravelled, the researcher introduced the development interventions to rectify the undesirable situations. The development interventions in this study were grouped into 3 types. The first type was aimed to improve the service of service providers and consisted of distributing a handbook on rules, regulations and on how to provide good services, providing training on traffic control techniques and on skill of patrolling and preventing crimes on campus, providing adequate supportive equipments while at work, organizing a joint work session between the administrators and service providers to boost the work morale of the latter. The second type of interventions was targeted at the service beneficiaries. Pamphlets containing information on scope of duty and responsibility of security guard unit, manuals on how to report and contact with the security guard unit, when there is an emergency, leaflets containing an

advice on how to protect personal and household assets, and newsletters on activities and duties of the security guard unit, were widely distributed on campus. The third type of interventions was administrative in nature. A clear policy statement of the security guard unit was made in tandem with a clear daily plan of actions, which came from the meeting of the staff of all levels. In addition, a notice board containing information on steps and procedures required in contacting and reporting ill-incidences was put up to benefit the persons who had to contact with the security guard unit. Moreover, an effort was made to clean the office of the unit to make it look more impressive to those who had to come into contact with the office. Last but not least, an effort was made to improve the system of supervision of service providers.

The analyses of data conducted at the end of interventions indicated that the service providers had more knowledge and understood better about their duties and responsibility, became more confident in handling their work, were able to make decision within the scope of their own authority, had better work morale, were more satisfied with their work, and consequently were more than willing to provide better services. In spite of all these achievements, on the part of service providers, it was not able to conclude that there was an improvement in the quality of service. The service receivers did not feel that they would be more physically safe from the untoward incidences. The explanation was attributed to the rising expectation of the service recipients, after learning of all the interventions of this research.