

Phansamon Khamsuan 2014: Problems and Service Quality of Office of the Registrar at Kasetsart University. Master of Arts (Political Science), Major Field: Political Science, Department of Political Science and Public Administration. Thesis Advisor: Miss Kevalin Silphiphat, Ph.D. 142 pages.

The objectives of this research were 1) to survey opinions of Kasetsart University students, Office of the Registrar executives and administrative staffs, and the faculty coordinators towards the problem of service delivery, 2) to assess the students' level of understanding of service delivery process and the quality of service of Office of the Registrar and 3) to compare students' opinions towards problems and the quality of service of Office of the Registrar based on personal factors and the level of understanding of service delivery process. This research used both quantitative and qualitative approaches. The samples of qualitative research consisted of 23 coordinators from 15 faculties and executives and staffs of Office of the Registrar. The samples of quantitative research were 400 undergraduate students of Kasetsart University, Bangkok Campus. Data were collected by using interview forms and questionnaires. The quantitative data were analyzed by statistical software. Statistical methods used in the study were percentage, mean, standard deviation, t-test and One-Way ANOVA with a .05 level of statistical significance. Content analysis approach was used to analyze the qualitative data.

Results showed that overall problem of service delivery was at the moderate level. It also indicated that students' understanding and knowledge on service delivery process of Office of the Registrar was at the moderate level. According to the qualitative study, the results found that overall opinions of executives and staff of Office of the Registrar towards problems of Office of the Registrar were concordant.

Hypothesis testings revealed that the samples with different sex, level of education, faculties and grade point average had no different opinions towards problems of service delivery of Office of the Registrar of Kasetsart University. Students with the different level of understanding on service delivery process had no different opinions towards problems of service delivery process. Male and female students had different opinions towards service quality of Office of the Registrar of Kasetsart University. Whereas students with different level of education, faculties, grade point average and level of understanding on service delivery process had no different opinions towards the service quality of Office of the Registrar.

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Student's signature

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Thesis Advisor's signature