

**Term Paper Title:** Client Satisfaction towards Services of Finance Department, Office of President, Phetchaburi Rajabhat University **Author:** Miss Tippawan Thongsumrit **Major:** General Management **Year:** 2011

### **Abstract**

The objectives of this research were to 1) study client satisfaction towards services of Finance Department, Office of President, Phetchaburi Rajabhat University, and 2) compare client satisfaction towards services of Finance Department, Office of President, Phetchaburi Rajabhat University amongst students and staff. The sample group employed in this study comprised 287 students and 96 staff, randomly drawn by convenient sampling method. A questionnaire was used for data collection in this study, which could be divided into 3 sections: section 1: personal status of respondents; section 2: opinions of staff and students towards services of Finance Department in 5 aspects, incorporating consistency with client needs, convenience, accuracy, equality, and confidence, totaling 26 questions; and section 3: additional comments. The statistics employed in data analysis were percentage, mean, standard deviation, t-test, F-test, and Scheffé for multiple comparisons.

The research results revealed that:

1) The overall opinions of students and staff towards services offered by the Finance Department, Office of President, Phetchaburi Rajabhat University was in a high level. When considering individual aspects, it was found that they were also in high level in all aspects, ranging from the highest to the lowest mean score, as follows: accuracy, consistency with client needs, convenience, equality, and confidence. The aspect with regard to confidence had the lowest mean score but was still in a high level, comparing to other four aspects.

2) The comparison between students and staff towards services provided by the Finance Department, Office of President, Phetchaburi Rajabhat University in terms of gender, age, and department gave statistical difference towards the overall client satisfaction. When considering status and frequency of service offering per month, the students and staff groups gave no statistical difference towards client satisfaction.

The research results are essential in the presentation of data to the management board. They serve as efficient guidelines for the development of client satisfaction towards services provided by the Finance Department, Office of President, Phetchaburi Rajabhat University. In addition, it is recommended that the Office of President needs to assess client satisfaction towards services provided by the department every year and use the results to enhance the service performance.