

*The Satisfaction on Supportive Learning Materials of Students and Lecturers of
Medical and Public Health Secretary Program*

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Abstract

This research aim to study on satisfaction rate and improvement process of supportive learning materials in College of Allied Health Sciences, Suan Sunandha Rajabhat University, branch of Medical and Public Health Secretary. Furthermore, the research result will be reported for future arrangements of supportive learning materials. In this study, there are 54 questionnaires, which is categorized in 4 main subject matters, distributed to the first and second year students, branch of Medical and Public Health Secretary. It is found that the satisfaction rate of students and lecturers is at upper rate, which has the average at 4.12 from all 4 subject matters. In addition, the satisfaction rate from all subject matters are 4.22, 4.13, 4.09, and 4.03 from the academic matter, service matter, location & environmental matter, and educational tools & equipment respectively. Therefore, the research results affect development and adjustment for educational purposes, which we aim to sustainably and continually be standardized.

Keywords: satisfaction rate, students, lecturers, supportive learning materials

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Introduction

Nowadays, education is progressed and continually advanced. The style, format, and fashion are adapted and adjusted over period. Therefore, both educational system and students can be flexible, creative, and challenge, which aspects the issues to riddles. Other than the development and the system quality, curriculum management is also important. Academies would sustain and develop the well-refined course syllabus with proper learning and teaching.

The actuation of curriculum management must have supportive learning materials; consist of physical, equipment, service, and academic respectability, which improves the quality of learning and teaching. Therefore, in order to gain the fact and the matters of supportive learning materials for students and lecturers in Suan Sunandha Rajabhat University, branch of Medical and Public Health Secretary, and recompense to the 8th National Economic and Social Development Plan that aims to improve the quality of human resources as a basis to national developments that implies to verify and evaluate the educational quality, the studied of satisfaction rate and improvement process in the matters of education are introduced for the adjustments of learning and teaching in supportive learning materials for College of Allied Health Sciences, Suan Sunandha Rajabhat University.

Objectives

1. To study the supportive learning materials of students and lecturers in the branch of Medical and Public Health Secretary.
2. To evaluate the satisfaction rate of supportive learning materials of student and lecturers in the branch of Medical and Public Health Secretary.
3. To improve the course syllabus, the educational services, tools, and equipment from the research results.

Literature Reviews

The Theory of Satisfaction

The meaning scope of satisfaction generally in studies consists of two dimensions, which are Job Satisfaction and Service Satisfaction. This study desire the Service Satisfaction which is variously referenced in the resemblance and relation to common attitude. For instance, Vroom (1970) said that attitude and satisfaction in a thing is interchangeable, which means that the involvement of a person will produce positive or negative attitude based on their satisfaction or dissatisfaction respectively. Another example from McCormick (1965) said that satisfaction is the human motivation that is closely related and incentive to basic needs. Dalton (1968) said that attitude is the feeling of liking or disliking in individuals or environment. Lastly, Shelly (1975) studied in the topic of satisfaction and concluded that satisfaction is two expressible feeling which are positive and negative feeling. The positive feeling is the feeling that occurs when we happy, this happiness is different from other positive feelings since this happiness cause another happiness. Furthermore, this happiness is a complex feeling and is concerned more individually. Negative feeling, positive feeling, and happiness are complexly related, and this complex relationship is called satisfaction, where satisfaction occurs when positive feeling is greater than negative feeling. The

factor that cause human satisfaction commonly includes resources and stimuli. Satisfaction analysis is the study of the resources and stimuli that is preferable, satisfiable, and provides happiness. Satisfaction mostly occurs when the resources are fully occupied. Although there are many given meanings of satisfaction, satisfaction commonly describe about the value evaluation feeling of a person to a certain instance. All in all, it is shown that satisfaction and attitude are indistinguishable related to each other (Pituk Truttim, 1995, pp. 24-25).

The Studies about Satisfaction in Thailand

The research of satisfaction in Thailand consists of two dimensions as described above. These are the following dimensions:

1. Job Satisfaction: the value evaluation of personnel to their working environment.
2. Services Satisfaction: the value evaluation of customer and consumer to certain matters of the products and/or services.

Therefore, these two types of research aim to study the fact of satisfaction rate which refers to the factor that affect the satisfaction and find out the other factors that also affect the satisfaction rate.

Principles of Public Health Service

Kulton Tanapongsation (2005, pp. 155-156) concluded the following list of principles:

1. The Principle of General Needs: the benefits from the provided services must be agreeable to the general needs, not a specific target group.
2. The Principle of Regularity: the services must sustainably and continually proceed.
3. The Principle of Equality: The services must provide equally to all consumers and must not provide any kind of privilege to a certain group.
4. The Principle of Conservative: The cost of providing services must not exceed the income.
5. The Principle of Convenient: The services that provide to the consumers must follow the aspect of ease, convenient, and reasonable cost.

The Theory of Evaluation

1. The Composition of Evaluation

Pasamon Katkrongsuk (2006) said that evaluation is the verification process of operation to the result production. It is the process to control and advance the operation to fulfill the project's objectives, seek for solutions, and lead the improvement of working process and plan. The important principles of the evaluation aim the validity and accomplishment.

2. The Scope of Satisfaction

Generally, the studies of satisfaction consists of two dimensions which are Job Satisfaction and Service Satisfaction. In this study, it is the study of service quality which is mainly focus on Service satisfaction where the value evaluation of customers or consumers concern to a certain matter. The objectives of this studies aim to find the fact of satisfaction rate. Therefore, finding the facts and factors to the cause of satisfaction must be from varies amount of target group.

3. The Studies of the following Components

- a. Affective component is an aspect of feeling or emotion consists of two aspects, which are positive (pleased and willing) and negative aspects (dislike, displeased, fear, and disgusted)
- b. Thought component, the perception and predicate that generates the knowledge and aspect to the matters and situations, is the component that refers to how people think of righteousness, right or wrong, and good or bad.
- c. Behavioral component is the act that responds to the aspect of the actor.

4. The Factors to Satisfaction

The factors to satisfaction can be considered from the idea and notion to the public health services. Satisfaction is a factor to success, especially in not only the service quality, but also the working process quality. The reason is that the advancement or development of the service is a key factor to indicate the number of consumers. Therefore, knowledgeable producers should study these factors and components of the service in order to reach the satisfaction rate of consumers, so that the result from the study can be used as the guideline of improvements and developments.

Related Work

Bannasorn Santhan. (2012) studied the students' satisfaction toward the management of Suan Sunandha Rajabhat University. The research result showed that the overall averages of satisfaction rate of media / teaching equipment was at good. That was, the University had sufficient teaching equipment. The teaching / learning materials were clear and easy to understand.

Sriampun Yukongkram, Jumroon Jirattiti and Duangporn langla (2016) studied the satisfaction to supportive learning materials of the faculty of Public Health, Bangkok Thonburi University. The research result showed that the overall averages of satisfaction rate was at good, from a side of satisfaction on education building, which includes buildings, environments, and atmosphere, and another side of satisfaction on outdoor environment.

Bungorn Rattanamanee & Kunya Jaroensuk (2010) studied the satisfaction of students to educational service at College of Industrial Technology, King Mongkut's University of Technology North Bangkok. The research result showed that the overall averages of satisfaction rate, consists of personnel, service, facilities, and location, was at average. However, when the result is based on the educational year, in the part of satisfaction rate to the location has 0.5 differences.

Sirinat Saiong (2007) studied the satisfaction of bachelor students to the educational service on Postgraduate Programmes, Phranakhon Rajabhat University. The research result showed that the overall averages of satisfaction rate was at high, from the highest to lowest satisfaction rate in the subject matter of service, personnel, and facilities respectively.

Punnee Sukthong (2007: Abstract) studied the satisfaction of parents on environmental conditioning in Chumchon Watsainoi School, Sainoi District, Nonthaburi. The research result showed that the overall averages of satisfaction rate was at high. However, when the result is based on the educational year, in the part of satisfaction rate to the location has 0.5 differences.

Scope

In this study, the questionnaire is used for the evaluation of satisfaction rate in supportive learning materials of the 1st and 2nd year worth 45 students in total and 9 lecturers from the branch of Medical and Public Health Secretary. There are 4 subject matters that consist in this study, which are the academic matter, service matter, location & environmental matter, and educational tools & equipment.

Research Model

This research is descriptive research.

Population and Samples

The population and samples that are applied in this research are the 1st and 2nd year bachelor worth 45 students and 9 lecturers from the branch of Medical and Public Health Secretary.

Research Methods and Tools

The research methods and tools are the questionnaire that inquire about the supportive learning materials to students and lecturers in College of Allied Health Sciences, Suan Sunandha Rajabhat University, branch of Medical and Public Health Secretary. The rating scale is separated into 5 levels of score, where the highest, high, moderate, low, and lowest are 5, 4, 3, 2, 1 respectively. The questionnaire is inspected by 3 lecturers, calculated Index of Item Objective Congruence (IOC) worth of 0.89, the level of confidence is at 0.95 calculated by Cronbach's Alpha Coefficient. The statistics measurement that are used in this research are frequency distribution, percentage, and standard deviation, separated into two parts which are general personal information and the satisfaction rate in supportive learning materials.

Data Collection

The data of satisfaction rate in supportive learning materials is collected from the students and lecturers in College of Allied Health Sciences, Suan Sunandha Rajabhat University, branch of Medical and Public Health Secretary, 2016. The questionnaires

are distributed to the students from the 1st of September to the 30th of November, 2017.

Data Analysis and Translation

The experimental result found out that 87.04% is female in Table 1, where 53.7%, 29.63%, and 16.67% are 1st year, 2nd year students, and lecturers respectively as shown in Table 2.

Table 1: Quantity and percentage of gender

Gender	Quantity	Percentage
Male	7	12.96
Female	47	87.04
Total	54	100

From the shown result of Table 1, the evaluator for satisfaction rate in supportive learning materials consists of 54 evaluators in total, where 7 and 47 evaluators are male (12.96%) and female (87.04%) respectively.

Table 2: Quantity and percentage of students and lecturers

Gender	Quantity	Percentage
1st year	29	53.7
2nd year	16	29.63
Lecturers	9	16.67
Total	54	100

From the shown result of Table 2, the evaluator for satisfaction rate in supportive learning materials consists of 54 evaluators in total, where 29, 16, and 9 evaluators are 1st year (53.7%), 2nd year students (29.63%), and lecturers (16.67%) respectively.

Table 3: Average and standard deviation of satisfaction rate in supportive learning materials of students and lecturers. (n=54)

Evaluation Items	Average (\bar{X})	Standard Deviation (SD)	Satisfaction Rate
Educational Tools & Equipment	4.03	0.77	High
Location & Environmental Matter	4.09	0.67	High
Academic Matter	4.22	0.59	High
Service Matter	4.13	0.61	High
Overall Averages	4.12	0.69	High

The overall satisfaction rate in supportive learning materials of students and lecturers showed that the two highest score of subject matters are 4.22 and 4.13 at academic and service matter respectively.

Table 4: Average and standard deviation of satisfaction rate in educational tools and equipment of students and lecturers. (n=54)

Educational Tools & Equipment	Average (\bar{X})	Standard Deviation (SD)	Satisfaction Rate
Sufficiency of tools and equipment	3.98	0.68	High
Performance of tools and equipment	4.09	0.7	High
Ease of use and understanding	4.02	0.78	High
Overall Averages	4.03	0.77	High

From the shown result of Table 4, the average satisfaction rate of students and lecturers in the branch of Medical and Public Health Secretary in educational tools and equipment is at 4.03, where the highest and lowest average score are from the performance of tools and equipment (4.09) and sufficiency of tools and equipment (3.98) respectively.

Table 5: Average and standard deviation of satisfaction rate in location matter of students and lecturers (n=54)

Location Matter	Average (\bar{X})	Standard Deviation (SD)	Satisfaction Rate
Overall environment in classroom and laboratory (neatness, lighting, etc.)	4.02	0.78	High
Overall environment outside classroom and laboratory (neatness, lighting, etc.)	4.06	0.76	High
Classroom size and sufficient equipment	4.15	0.62	High
Sufficient buildings and classrooms	4.04	0.69	High
Sufficient medical room	4.41	0.49	High

Location Matter	Average (\bar{X})	Standard Deviation (SD)	Satisfaction Rate
The location is proper to do other activities such as exercising.	4.07	0.69	High
The environment in restroom (neatness, lighting, airy)	4.09	0.65	High
The environment in canteen (neatness, lighting, food variety)	4.00	0.69	High
Sufficient and safeness parking entries	3.98	0.73	High
General environment for educational purpose	4.09	0.67	High
Overall Averages	4.09	0.67	High

From the shown result of Table 5, the average satisfaction rate of students and lecturers in the branch of Medical and Public Health Secretary in location matter is at 4.09, where the highest and lowest average score are from the sufficiency of medical room (4.41) and sufficiency for parking entries (3.98) respectively.

Table 6: Average and standard deviation of satisfaction rate in academic matter of students and lecturers (n=54)

Academic Matter	Average \bar{X}	Standard Deviation (SD)	Satisfaction Rate
Sufficiency of books and publications in the library	4.19	0.7	High
Modernization of books and publications in the library	4.19	0.64	High
The variety of researches and learning medias such as computers, internet connection, and database	4.20	0.4	High
The sufficiency of researches and learning medias such as computers, internet connection, and database	4.28	0.45	High
Academic Matter	Average \bar{X}	Standard Deviation (SD)	Satisfaction Rate
The modernization of library's tools (computers and self-learning room)	4.20	0.59	High
Educational services and activities	4.24	0.6	High
Overall Averages	4.22	0.59	High

From the shown result of Table 6, the average satisfaction rate of students and lecturers in the branch of Medical and Public Health Secretary in academic matter is at 4.22, where the highest and lowest average score are from the sufficiency of researches and learning medias such as computers, internet connection, and database (4.28) and both sufficiency and modernization of books and publications in the library (4.19) respectively.

Table 7: Average and standard deviation of satisfaction rate in service matter of students and lecturers (n=54)

Service Matter	Average \bar{X}	Standard Deviation (SD)	Satisfaction Rate
General services from personnel in faculty	4.11	0.59	High
General services from personnel in library room / computer room / self-learning room	4.17	0.6	High
General services from personnel in registration office	4.15	0.59	High
General services from personnel in financial department	4.09	0.65	High
General services from personnel in student development department	4.11	0.66	High
General services from personnel in scholarship department	4.09	0.59	High
Service Matter	Average \bar{X}	Standard Deviation (SD)	Satisfaction Rate
General services from personnel in medical room	4.19	0.7	High
Overall Averages	4.13	0.61	High

From the shown result of Table 7, the average satisfaction rate of students and lecturers in the branch of Medical and Public Health Secretary in service matter is at 4.13, where the highest and lowest average score are from the general services from personnel in library room / computer room / self-learning room (4.17) and both in financial department and scholarship department (4.09) respectively.

Conclusions

Concluding from the research result, it was shown that the overall satisfaction rate on supportive learning materials to students and lecturers in the branch of Medical and Public Health Secretary is at high ($\bar{X} = 4.12$, $SD = 0.69$). When it was sorted from the highest and lowest average satisfaction rate in each subject matter, these are the following list of results.

In academic matter, the result showed that it is from the sufficiency of researches and learning medias such as computers, internet connection, and database ($\bar{X} = 4.28$, $SD = 0.45$) and both sufficiency and modernization of books and publications in the library (4.19) respectively. The cause of the lowest satisfaction rate may come from the location of the department which move to education center in Samut Songkhram. Therefore, books and publications are still insufficient within the institution.

In service matter, the result showed that it is from the general services from personnel in library room / computer room / self-learning room ($\bar{X} = 4.17$, $SD = 0.6$) and in scholarship department ($\bar{X} = 4.09$, $SD = 0.65$) respectively. The reason that the scholarship department has the lowest satisfaction rate may be caused from the strictness of the rules and regulations which affect the aspect of the person who would like to use the service.

In location matter, the result showed that it is from the general services from the sufficiency of medical room ($\bar{X} = 4.41$, $SD = 0.49$) and sufficiency for parking entries ($\bar{X} = 3.98$, $SD = 0.73$) respectively. According to the new and early construction of the branch of Medical and Public Health Secretary, the reserve slot for car parking may not be sufficient.

In educational tools and equipment matter, the result showed that it is from the performance of tools and equipment ($\bar{X} = 4.09$, $SD = 0.7$) and sufficiency of tools and equipment ($\bar{X} = 3.98$, $SD = 0.68$) respectively. The number of the tool usages is not consistent, while the number of the new incoming students rose since the starting of the semester. Therefore, it would be better if the tools and equipment are gradually imported yearly.

Discussions

According to the research result, the overall satisfaction rate from students and lecturers in the branch of Medical and Public Health is at high, where average satisfaction rate of the academic, service, location, and educational tools and equipment matter are at 4.22, 4.13, 4.09, and 4.03 respectively. In addition, the lowest satisfaction rate is also from the educational tools and equipment matter where the average satisfaction rate of 3.98 is from the sufficiency of tools and equipment. To sum up, the college of Allied Health Sciences, Suan Sunandha Rajabhat University should improve the quality of tools and services that also includes the learning and teaching within the sufficient books and publications. Moreover, it would be better with the guidelines in order to recondition for the better and more appropriate learning environment.

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