
SATISFACTION OF SERVICE RECIPIENTS IN THE PENSION CLAIM PROCESS TOWARDS THE HUMAN RESOURCES DEPARTMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This research focuses on the Satisfaction of service recipients in the pension claim process towards the Human Resources Department, Suan Sunandha Rajabhat University. The primary objective of this study was to assess the satisfaction levels of service users and provide recommendations for improving the pension benefit application process. The population in this study included civil servants, permanent staff, pension recipients, internal staff, heirs, and external individuals associated with the pension process, totaling 253 participants. Data were collected using questionnaires, and statistical analysis was conducted using percentage and standard deviation methods. The study revealed the following key findings: 1. Demographic Profile: The majority of respondents were female, aged 61 and above, with a master's degree, including civil servants, permanent staff, and pension recipients affiliated with the university. 2. Satisfaction Levels: Overall satisfaction with the pension benefit application process was rated as excellent. When analyzed by category, the communication aspect ranked the highest, followed by service accessibility, friendliness, and trustworthiness in descending order. 2.1 Confidence : The highest-rated aspect was the equal treatment of all service users without any discrimination. Other factors included consistent service standards and appropriate attire and professional demeanor of the staff. 2.2 Friendliness: Service was rated as meeting users' needs, with polite, respectful, and empathetic staff. Friendly and enthusiastic service was also highly regarded. 2.3 Service Accessibility: The most appreciated factor was the staff's ability to provide clear and accurate answers to questions. Knowledge of the services offered, helpful advice, and creative problem-solving were also valued. 2.4 Communication: The highest rating was given to the clarity and simplicity of language used by the staff. Other highly ranked factors included clear explanation of procedures, courteous manners, eye contact, and the use of alternative communication channels such as email, Line, Facebook, and phone. These findings highlight the importance of clear communication, accessibility, and professionalism in improving user satisfaction with the pension benefit process. Based on the results, recommendations for further enhancing the service quality are provided.

Keywords: Pension claim, Human Resources, Satisfaction

Introduction

The strategic plan of Suan Sunandha Rajabhat University for the period 2023-2027 focuses on the development of education to enhance students' knowledge, skills, and attitudes, which are beneficial for the country's development or the promotion of arts and culture. It emphasizes the continuous learning and professional competence enhancement throughout

life. The university has identified three key areas to drive this plan forward: 1) Digital University, 2) Professionalism, and 3) Revenue Generation and Research. The university's vision is to be "a leader in creating professionals for sustainable societal development."

The pension claim service falls under the Human Resources Administration Division, Personnel Administration Office, Office of the President, Suan Sunandha Rajabhat University. Its main responsibility is to process pension claims, including living allowance pensions and survivor pensions, for civil servants in higher education institutions, permanent employees, pensioners, and their beneficiaries, as well as those listed as recipients of survivor pensions. The process involves receiving applications, verifying documents, recording data in the Digital Pension and Medical Welfare System, and submitting the necessary documents to the Comptroller General's Department for approval.

When individuals seek services, they generally have certain expectations regarding the quality of the service they will receive. Satisfaction is derived from comparing the expected service with the actual service provided. Prior to seeking services, individuals often have pre-established standards based on past experiences or recommendations from others. The level of satisfaction with the service is crucial for ensuring the efficient delivery of services.

Therefore, the researcher is interested in studying the satisfaction of service users in the pension claim process at the Human Resources Administration Division, Personnel Administration Office, Suan Sunandha Rajabhat University. The goal is to improve the efficiency of service delivery and to use the questionnaire developed in this study as a model for future evaluations of user satisfaction.

Research Objectives

1. To study the satisfaction of service users in the pension claim process at the Human Resources Administration Division, Personnel Administration Office, Suan Sunandha Rajabhat University.
2. To propose recommendations for improving the pension claim service provided by the Human Resources Administration Division, Suan Sunandha Rajabhat University.

Research Method

Population:

The population for this quantitative research consists of civil servants in higher education institutions, permanent employees, pensioners under Suan Sunandha Rajabhat University, and service recipients who are beneficiaries listed in the declaration of intent for survivor pension recipients. The total population is 690 individuals.

Sample Group:

The sample group consists of civil servants in higher education institutions, permanent employees, pensioners under Suan Sunandha Rajabhat University, and service recipients who are beneficiaries listed in the declaration of intent for survivor pension recipients, all of whom are involved in the pension claim process at Suan Sunandha Rajabhat University. The total sample group is 253 individuals.

Research Instruments:

The research instrument used in this study is a questionnaire developed by the researcher based on relevant concepts, theories, literature, and previous studies. The questionnaire is divided into three sections as follows:

Section 1: General information of the respondents, including gender, age, education, and type of personnel.

Section 2: Satisfaction with the pension claim process at the Human Resources Administration Division, Personnel Administration Office, Suan Sunandha Rajabhat University. This section covers various aspects, including:

1. Confidence
2. Friendliness
3. Accessibility of services
4. Communication

Section 3: Suggestions and other comments.

Research Results

The level of satisfaction with the pension disbursement process.

1. Mean and standard deviation regarding the level of satisfaction with the pension disbursement process of service recipients towards in terms of Confidence

The overall level of satisfaction with the pension disbursement process among service recipients towards the Human Resources Division, Office of Personnel Administration, Suan Sunandha Rajabhat University, in terms of trust, was at the highest level ($\bar{X} = 4.50$). When considered individually, the highest-ranked item was the equal treatment of all service recipients without any exceptions or advantages or disadvantages when using the service ($\bar{X} = 4.57$). The second-ranked item was receiving consistent service with the same standard ($\bar{X} = 4.50$).

2. Mean and standard deviation regarding the level of satisfaction with the pension disbursement process of service recipients towards in terms of Friendliness

The overall level of satisfaction with the pension disbursement process among service recipients towards the Human Resources Division, Office of Personnel Administration, Suan Sunandha Rajabhat University, in terms of friendliness, was at a high level ($\bar{X} = 4.38$). When considered individually, the highest-ranked item was the service meeting the needs of the service recipients ($\bar{X} = 4.55$). The second-ranked item was the service providers being polite, respectful, humble, courteous, and demonstrating good manners ($\bar{X} = 4.51$).

3. Mean and standard deviation regarding the level of satisfaction with the pension disbursement process of service recipients towards in terms of Accessibility of services

The overall level of satisfaction with the pension disbursement process among service recipients towards the Human Resources Division, Office of Personnel Administration, Suan Sunandha Rajabhat University, in terms of service accessibility, was at the highest level ($\bar{X} = 4.51$). When considered individually, the highest-ranked item was the service providers' ability to answer questions and provide advice on the services offered accurately and comprehensively ($\bar{X} = 4.71$). The second-ranked item was the service providers' knowledge and expertise in the services provided ($\bar{X} = 4.54$).

4. Mean and standard deviation regarding the level of satisfaction with the pension disbursement process of service recipients towards in terms of Communication

The overall level of satisfaction with the pension disbursement process among service recipients towards the Human Resources Division, Office of Personnel Administration, Suan Sunandha Rajabhat University, in terms of communication, was at the highest level ($\bar{X} = 4.54$). When considered individually, the highest-ranked item was the service providers' use of

clear and unambiguous language ($\bar{X} = 4.70$). The second-ranked item was the service providers' clear explanation of the service procedures with a distinct tone of voice ($\bar{X} = 4.60$).

Discussion

1. Confidence

Confidence: Overall, the level of satisfaction was rated as very high. It was found that most service users were highly satisfied, indicating that they have confidence in the pension claim process at the Human Resources Administration Division, Suan Sunandha Rajabhat University. One area that should be further developed to achieve the highest level of satisfaction is ensuring that service providers dress appropriately for their role and maintain a trustworthy and professional demeanor to increase service users' confidence.

2. Friendly relations

Friendlyness: Overall, the level of satisfaction was rated as high. Most service users were highly satisfied, meaning they experienced a friendly and cordial reception when accessing the pension claim services. Additionally, users were highly satisfied with the service, as it met their needs and expectations. Service providers were perceived as polite, respectful, humble, and well-mannered. An area for further improvement is for service providers to be more attentive, enthusiastic, and ready to serve clients with even greater dedication.

3. Accessibility of Services

Accessibility of Services: Overall, the satisfaction level was rated as very high. Most service users were highly satisfied, indicating that service providers were able to answer questions and offer advice clearly, accurately, and comprehensively. Providers were knowledgeable and efficient in delivering the services. To further enhance satisfaction, service providers should offer more new and useful advice to users seeking pension-related services.

4. Communication

Communication: Overall, the satisfaction level was rated as very high. Most service users were highly satisfied, meaning that service providers used clear and easy-to-understand language and explained the service procedures in a straightforward and unambiguous manner. One area for improvement is the expansion of communication channels, such as email, Line, Facebook, and telephone, to ensure that service users have more ways to engage with the services offered.

Recommendations

There should be Further research should be conducted on the development of pension application processes to reduce the impact on personnel performance.

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