

CUSTOMER'S SATISFACTION ON FACEBOOK FANPAGE OF PERSONNEL DIVISION SUAN SUNANDHA RAJABHAT UNIVERSITY

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Abstract

This study investigates the use of social media, specifically Facebook, as a communication tool for the Personnel Division at Suan Sunandha Rajabhat University (SSRU). The aim was to assess user satisfaction and identify effective strategies for improving communication via social media platforms such as the website and Facebook page. As technology evolves, the accessibility of social networks has transformed how organizations communicate with their audience. The widespread use of social media has created new opportunities for organizations to engage with the public, share information, and enhance visibility. This research explores the effectiveness of Facebook as a communication channel and examines the preferences and satisfaction levels of users. The research objectives were twofold: first, to assess the satisfaction of users interacting with the Personnel Division's Facebook page; second, to determine the appropriate usage patterns for enhancing user satisfaction. The study was conducted between November and December 2024, using a survey to collect data from individuals who used the division's social media platforms. Findings revealed that the majority of users had a positive perception of the information shared, with over 80% expressing a clear understanding of the posts. However, there were some gaps in user awareness about the Personnel Division's website, as many users relied primarily on Facebook for information. In terms of satisfaction, users showed strong approval of the Facebook page's accessibility and timely notifications. The study suggests improvements in both content presentation and user interaction to align with user needs. The research provides valuable insights for improving communication strategies and ensuring that information dissemination via social media is more effective and user-friendly. These findings can be applied to enhance the performance of the Personnel Division in delivering information and services to its audience.

Keywords: Satisfaction, Facebook, Customer

Introduction

In today's digital age, the rapid advancement of communication technologies, particularly the internet, has significantly transformed the way information is shared. The ease of communication, made possible through internet access, allows for the global connectivity of individuals, enabling seamless interaction at any time and from anywhere. Social networks, particularly Facebook, have emerged as powerful tools for exchanging information, sharing news, and engaging with a wide audience. As people's communication behaviors evolve, social networks play an increasingly significant role in daily life.

The Personnel Division at Suan Sunandha Rajabhat University has recognized the importance of leveraging these platforms to disseminate information more effectively. Key updates, such as job vacancies and other important announcements, are communicated through the division's website and Facebook page. This approach aims to expand the reach of these messages and attract a diverse range of potential candidates and interested individuals. Given the growing influence of social media in communication, it is crucial to assess how effectively the division's social media channels are performing in terms of user engagement, information dissemination, and user satisfaction.

Facebook, as a prominent social networking platform, has become especially popular in Thailand, with millions of users engaging with a variety of pages dedicated to different sectors, including products, services, entertainment, and more. The platform provides marketers with an opportunity for two-way communication with consumers, enabling long-term relationship building. Consequently, understanding the dynamics of Facebook usage and identifying the preferences of users is key to optimizing communication strategies.

This study aims to evaluate the satisfaction of users regarding the Personnel Division's use of Facebook and the division's website. It also explores the best practices for enhancing user engagement and improving the overall effectiveness of these communication channels. By examining user feedback and experiences, the research seeks to inform future improvements and ensure that the dissemination of information aligns with the needs and expectations of the target audience.

Research Objectives

1. To study the satisfaction of users with the Facebook Fan Page channel of the Personnel Division Suan Sunandha Rajabhat University.
2. To study the appropriate usage patterns for creating user satisfaction on the Facebook Fan Page channel of the Personnel Division Suan Sunandha Rajabhat University.

Literature Review

The development of communication technologies on the internet has transformed the way organizations interact with their audience. One of the key advances in this realm is the use of social networks, which have made communication easier and more accessible. With just an internet connection, people can now connect globally and communicate in real-time. Social networks, including Facebook, have become integral in people's daily lives, providing a platform for sharing information, news, and interests. These platforms have also become vital for organizations to disseminate information efficiently to a wide audience, especially in public announcements and job recruitment efforts.

A Facebook Fanpage is a tool or feature of Facebook that users can create and use, with a purpose distinct from regular Facebook use. A Facebook Fanpage is ideal for use as a platform for publicity, whether for news, activities, or for presenting products and services to individuals or groups who share similar interests or are looking for information on specific topics. Users can comment, make suggestions, or share information of mutual interest with others who like or follow the Facebook Fanpage. (Nathapat Limwanittrakum, 2017, p. 23)

In particular, marketing professionals have harnessed Facebook for two-way communication with their audience, cultivating long-term relationships between brands and consumers. The importance of content creation, storytelling, and consumer engagement on Facebook cannot be overstated (Phisek Chai-niran, 2010).

In the context of the Personnel Division of Suan Sunandha Rajabhat University, the website and Facebook page have become essential tools for sharing public information, such as job vacancies and other university-related announcements. As social networks continue to shape communication patterns, there is a growing need to evaluate user satisfaction and the effectiveness of these platforms in delivering the intended messages. Research focusing on user satisfaction with social media platforms, particularly Facebook, has shown that accessibility, real-time updates, and content clarity are essential factors in determining the success of these communication tools.

The study aims to assess how effectively the Personnel Division's website and Facebook page meet user expectations, with a particular focus on the satisfaction levels of those who utilize these platforms for receiving important information. This review highlights the importance of continuous improvement in communication strategies to align with the evolving preferences of the audience, which has increasingly turned to social networks for timely and reliable information.

By examining user perceptions and satisfaction with the content and delivery methods of these platforms, the study seeks to identify areas for improvement. It is expected that the findings will contribute to refining communication strategies and enhancing the effectiveness of social media channels in reaching a broader audience, thereby improving public engagement and organizational transparency.

Sutheerapan summarizes Facebook Fanpage post strategies as follows (Sutheerapan Sakrawat, 2011, pp. 69-75):

1. **Shorter Posts Are More Effective:** Posts with shorter messages are more effective because posting text is like written communication on media—the shorter, the easier to read. People understand short posts quicker than long ones. Data clearly shows that user engagement, such as comments or likes, significantly drops with longer posts. Interestingly, posts with 80 characters or fewer are 27% more effective than longer ones.

2. **Post Full URLs:** Using a full website URL is more effective than using a URL shortener. URL shortening can harm audience engagement, as it prevents the target group from reaching the intended site. This is a key reason why using a full URL leads to better post performance.

3. **Post When They Want to Read:** Studies show that 60% of posts occur between 10:00 AM and 4:00 PM, with posts after 4:00 PM continuously decreasing. However, posting outside these hours, such as early morning, after work, or late at night, yields 20% better results on average. Early morning posts place content at the top of the News Feed for the rest of the day, and mornings are when people tend to check Facebook. Therefore, posting during the day causes your message to lose visibility among most users, while posting late at night allows users more time to read and engage with the post.

4. **Best Time to Post:** According to Virtue Consulting's study, usage is fairly consistent on weekdays (Monday-Friday), but the highest engagement occurs on Wednesdays at 3:00 PM. Sundays have the least activity. Morning posts yield the best results, with a 39.7% higher engagement rate.

5. **Avoid Hard-Sell Posts:** Studies show that words like “received” or “winner” generate more excitement and interest in joining activities compared to terms like “contest” or “sweepstakes,” which sound more like a sales tactic.

6. End Posts with a Question: Including a question at the end of a post increases user engagement by 15%. This encourages readers to respond or comment without any interruptions in the middle.

Research Methodology

Population:

The sample group consisted of a subset of Facebook users from the Personnel Division, selected using a random sampling method.

Sample Group:

The Personnel Division's Facebook page was analyzed by selecting a random sample of 218 individuals.

Research Instruments:

Survey Questionnaire on Information Awareness and Satisfaction in Using the Personnel Division's Facebook Page.

Research Results

The research was conducted to assess the satisfaction of users with the Personnel Division's Facebook page and website at Suan Sunandha Rajabhat University. The study also aimed to determine the most effective usage patterns for improving user satisfaction. The sample group consisted of users of the Personnel Division's social networks, with data collected via surveys in November and December 2024. The survey targeted participants who had accessed information through the website and Facebook page.

The sample group studied was composed of 79.2% female and 20.8% male participants, with the majority falling within the age range of 31 to 40 years. Most participants had completed a bachelor's degree.

The survey results on information awareness found that the sample group had a relatively good awareness of the information being disseminated, with over 80% awareness in nearly every topic asked.

In terms of information awareness, the sample group generally demonstrated good awareness, with over 80% recognition in almost every item. However, in the question regarding the Personnel Division's website, some participants had misunderstandings, as they only follow updates from the Personnel Division's Facebook page and have never visited the Personnel Division's website.

- Personnel Division conducting recruitment: 96.23%
- Contact number for job inquiries: 88.68%
- The Division only has a website: 37.74%
- Announcement about university staff recruitment process: 96.23%
- Recruitment announcements for various positions: 94.34%

The satisfaction with the information service provided through the Personnel Division's website and Facebook page shows that the sample group is generally satisfied, with a high level of satisfaction towards the service provided through the Personnel Division's Facebook page. This is due to the convenience of accessing information, as well as the Facebook system's notification feature, which is beneficial for keeping up with updates.

Application of research findings in regular work activities. : Used for improving and developing the presentation and dissemination of information on the website and Facebook page of the Personnel Division, Office of the President, Suan Sunandha Rajabhat University.

Discussion

The study focused on the use of social media platforms, specifically Facebook and the website of the Personnel Division at Suan Sunandha Rajabhat University, to disseminate information related to recruitment and other public announcements. The rise of internet communication technologies, particularly social networks, has greatly enhanced the ease of information exchange globally. Social media networks like Facebook have revolutionized the way people share information and communicate, making them an essential tool for public relations and marketing efforts, especially in governmental and educational institutions.

In the context of the Personnel Division, leveraging social media tools like Facebook allows the division to reach a broader audience, including potential job applicants and the general public. By disseminating job openings, university announcements, and other important information through these platforms, the division is able to engage with a diverse audience, effectively fulfilling its purpose. Given the shift in communication behavior where social networks play a more prominent role in daily life, it is crucial for organizations like the Personnel Division to adopt these platforms to keep pace with changing expectations and enhance the efficiency of information dissemination.

The findings of this study suggest that users, particularly those accessing information through Facebook, were generally satisfied with the service provided. The Facebook platform's real-time notifications and the ease with which users could access information were among the most appreciated features. Moreover, over 80% of the respondents indicated they were aware of most of the information shared through these platforms, demonstrating the effectiveness of social media in spreading key messages.

However, the study also revealed that some participants were unaware of the Personnel Division's website, primarily relying on the Facebook page for updates. This points to a gap in the communication strategy, highlighting the need for more integrated promotion between the website and social media channels. Some information shared on the website was not as widely known, suggesting that further efforts should be made to ensure all platforms are effectively utilized to reach different segments of the audience.

The users' satisfaction with the timeliness, accuracy, and presentation of information further confirms the importance of using clear, engaging, and relevant content when communicating with the public. The feedback from users indicates that improvements in the visual presentation of announcements, such as using images and clearer summaries, would enhance user understanding. This finding is significant as it suggests that small adjustments in how information is presented can significantly improve the user experience and engagement.

In terms of operational improvements, this research provides valuable insights into aligning communication efforts with user preferences. The division can use these findings to fine-tune its digital communication strategies, ensuring that they are more user-friendly and meet the expectations of its audience. Additionally, it underscores the importance of using feedback to continuously refine and improve communication methods, making them more modern and in tune with the needs of the audience.

The study also emphasizes the need for collaboration with both the sample group and the management team. Such collaborations contribute to the success of any improvement

initiatives, ensuring that changes are effective and sustainable. The support of organizational leadership is vital in implementing these changes and ensuring that resources are allocated to improving communication channels.

In conclusion, the findings highlight that social media, especially Facebook, plays a crucial role in the effective dissemination of information. The study's results suggest that the Personnel Division should focus on enhancing the integration between its website and social media platforms, improve the visual and structural presentation of information, and continue to adapt to the needs and preferences of its users. These steps will help improve the overall user experience and further optimize the division's communication efforts.

Recommendations

1. When presenting and disseminating information, the results of evaluations or suggestions from previous activities should be utilized.
2. These insights should be used to develop and improve the format of future activities.
3. The goal is to ensure that the activities are modern and aligned with the needs of the target audience.

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