



ICMISS 2024
International Conference on Management, Innovation, Economics and Social Science

5 TH INTERNATIONAL CONFERENCE ON MANAGEMENT, INNOVATION, ECONOMICS, AND SOCIAL SCIENCES





Title : IMPROVING ONLINE LATE REGISTRATION SERVICE PROCESS TO MEET THE NEEDS EFFICIENTLY THROUGH THE LINE OA CHANNEL

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INTRODUCTION

Educational Services Department, College of Innovation and Management Directly reporting to Suan Sunandha Rajabhat University It is an agency that supports academic work. Arranging teaching and learning for teachers and students, supervising students from admission until graduation. Responsibilities are assigned according to the structure. Providing services of personnel in the Educational Service Department, such as giving advice, explaining, and answering questions about teaching and learning. And what students expect most from the work of the employees is friendly service between the personnel in order to create satisfaction with the students. For the most part, students have expectations from the work of the personnel to be helpful and A good refuge for students and quality and efficient work, such as providing friendly and equitable service, taking care of students. and meet your needs with friendliness Convenience and speed Have a polite manner Speak in a soft voice and use a polite tone, etc. In order to meet the needs of students Educational Service Division Suan Sunandha Rajabhat University Has continuously developed the service system by introducing the educational service system This is a system that provides services to students via the internet for convenience. to students and faculty members who come to use the service Can fill out history Register for classes Add-withdraw courses Check academic results Check the study plan See the academic calendar Burden of expenses Payment form for tuition registration Check graduation results, etc.



The Educational Service Department therefore came up with communication ideas to develop communication formats between undergraduate students. with the College of Innovation and Management Subject: Improving the process of providing late online registration services to efficiently respond to needs through the Line QA channel, the process is to study the current and desired conditions and develop a model. and evaluate the format and certify the format. It is a measure of satisfaction level. That tells about the quality and standards of service of the Education Service Department both directly and indirectly. (Maneenuch C., Ekgnarong V, et al. 2022)

Due to the COVID-19 outbreak situation This causes the quality of service in some areas to decrease in enrollment due to the higher demand for services, which each time has an impact on the time that causes delays. From the reasons mentioned above The researcher therefore wanted to study the improvement of the online late registration service process. To efficiently respond to needs through the Line QA channel that affect the satisfaction of students at the College of Innovation and Management Suan Sunandha Rajabhat University



OBJECTIVE

- 1) To develop a communication model between undergraduate students. Delayed enrollment College of Innovation and Management Suan Sunandha Rajabhat University
- 2) To study student satisfaction College of Innovation and Management Suan Sunandha Rajabhat University



METHODOLOGY

Population and samples

The sample group used in this research were undergraduate students, regular semester, special semester, College of Innovation and Management. Suan Sunandha Rajabhat University, academic year 2023, number of 932 people, by opening Yamane's sample table. (Tolerance value 0.05)

Instrumentation

Tools used in this research Divided into questionnaires and interview form as follows

Questionnaire regarding problems in student services Bachelor's degree level, regular semester, special semester, College of Innovation and Management Suan Sunandha Rajabhat University

Interview form on guidelines for providing excellent student services of the Academic Department of the College of Innovation and Management Suan Sunandha Rajabhat University.

Data Collection

Part 1 is information about the status of the respondents. Demographic information, respectively. The researcher will use the data obtained to analyze results using percentage values. (Percentage) and presented in the form of a table.

Part 2 is about the attitudes of the population. The obtained data was analyzed using a level measurement method. Satisfaction rated on a Rating Scale using one-way analysis of variance (One-way ANOVA).



RESULTS AND FINDING

This research aims to study the improvement of the online late registration service process. In order to efficiently respond to needs through the Line QA channel, we present the results of the data analysis as follows.

Part 1 Results of data analysis from a questionnaire to study the problem of providing services regarding late registration of students of the College of Innovation and Management. Suan Sunandha Rajabhat University

Number	Issues found
1	COVID-19 situation This makes it difficult for students to contact service providers.
2	The volume of student inquiries per day is high.
3	The number of staff to serve students is limited.
4	Responses to questions from service personnel are delayed and inconsistent.
5	Unclear and incomplete text is used, causing information confusion among students.
6	Service staff cannot answer questions or provide information on every topic.
7	Students do not understand the processes and operating procedures of the academic department.
8	The provision of news, information and press releases is minimal. and limited quantity



From the table it is found that COVID-19 situation This makes it difficult for students to contact service providers. It is the number 1 and number 2 most common problem. The amount of student contact per day is high. Therefore, the researcher Therefore, the problems found were taken to conduct research to improve the process of providing late registration services online. To efficiently respond to needs through the Line QA channel, College of Innovation and Management Sunandha Rajabhat University to be more efficient

Part 2: Results of the interview with the public relations officer. of the College of Innovation and Management Sunandha Rajabhat University

College of Innovation and Management Sunandha Rajabhat University Providing services to students regarding late registration. Therefore, in order to facilitate the students who, receive the service Academic Department, College of Innovation and Management Sunandha Rajabhat University Therefore, an online channel (LINE OA) has been added to serve students in addition to the One Stop Service of the Academic Department of the College of Innovation and Management. Sunandha Rajabhat University by using technology to make services convenient and fast. Respond to the needs of students and be satisfied with the services provided by the Academic Department of the College of Innovation and Management. Sunandha Rajabhat University



CONCLUSION AND DISCUSSION

From the results of the above studies, the results can be discussed as follows.

1. Problems in providing services to students of the College of Innovation and Management Regarding submitting a request for late registration Caused by the COVID-19 situation This makes it difficult for students to contact service providers. The volume of student inquiries per day is high. The number of staff to serve students is limited. Responses to questions from service personnel are delayed and inconsistent. Unclear and incomplete text is used. This causes information confusion among students. Service staff cannot answer questions or provide information on every topic. Students do not understand the processes and operating procedures of the academic department regarding late registration, etc., causing information communication to be inefficient. Therefore, LINE OA is used to increase efficiency for academic work. College of Innovation and Management to improve the process of providing online late registration services. Online in order to efficiently respond to needs through the Line QA channel in the current situation. This is consistent with the research of Thipaporn Chanchaipattana and Anna Jumpolsathian (2013) who studied expectations and satisfaction with the application "LINE" in the form of communication through Official Accounts LINE The results of the research found that, overall, the sample group has expectations from receiving news information in the form of text, images, video files, or links. Of the official accounts (Official Accounts LINE) in the issue of greatest entertainment needs and overall, the sample group was most satisfied with the format. Especially in the issue of the form of Official Accounts LINE stickers. On average, the sample group has a behavioral tendency to accept the "LINE" application in the form of communication through official accounts (Official Accounts LINE) in the issue of you Intend to continue receiving messages, images, video files, or links from the Official Accounts of the brands you receive as much as possible.



2. Results of improving the online late registration service process to meet needs efficiently through the Line QA channel of the Academic Department of the College of Innovation and Management. Suan Sunandha Rajabhat University is as follows: Step 1. Create a LINE OA account. Step 2. Publicize contact channels via LINE OA. Step 3. Invite students to join the LINE OA group to receive information. and step 4 Student question-answer service Publicize academic information and other related matters. Consistent with the research of Wutthipong Chinsri, Wilailak Treepuet (2021) conducted research on the development of activity participation management systems through LINE official accounts. The results of the research found that the researcher developed the system in the form of a web application. Then register with LINE to use the Lift application format. For use in LINE official accounts as for the evaluation of the use of research tools, they are: Evaluation form for using the activity participation management system via LINE Official Account and the activity participation management system via LINE Official Account, evaluated by students who participated in the activity.



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