



## Satisfaction towards Parking Management within Nakhon Ratchasima Rajabhat University

Natsuda Pankhantod, Sunisa Wongsantia, Amornrat Kampphimai, Aranya Wongchu, Nonthawat Phimsantia, Wipawee Chaichana and Sirivadee Wiwithkhunakorn\*

Nakhon Ratchasima Rajabhat University, Thailand

\*Corresponding author e-mail: [air.sirivadee@gmail.com](mailto:air.sirivadee@gmail.com), ORCID ID: <https://orcid.org/0000-0002-0842-7709>

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**Abstract:** - *Satisfaction with the use of the service means one of the effectiveness of the service which reflects the quality of the operation in that regard. This study aims to study Satisfaction with parking management within Nakhon Ratchasima Rajabhat University. The sample used in this research was students at Nakhon Ratchasima Rajabhat University. A total of 667 subjects were assigned to the research sample using Taro Yamane's formula, with a confidence value of 95 percent. Sampling using first-year students 1-3, Bachelor Program, 250 people using random sampling. The tool for collecting data was the satisfaction questionnaire for parking management within Nakhon Ratchasima Rajabhat University. Data analysis using Descriptive Statistics with software packages for statistical analysis of social science research. The results of the research revealed that satisfaction with parking management at the level of moderate levels when considering each aspect at the level of high to low was a descending order as coordination, budget, personnel management, reporting, planning, organization management, and directing, respectively. The suggestion is to increase the number of parking spaces to be more than enough for students and to make a car separation line so that the car can get in and out easily. Should increase the parking lot or build a parking building to accommodate the cars of students and staff. The staff should be available at all times.*

**Keywords:** Satisfaction; Parking Management; Students

### Introduction

When society changes over time, social progress will follow. Especially the economic and technological advances that resulted in the progress of transportation as well. In the past, the trip to study at the university or the teacher's trip to teach by bicycle, public transportation, but the use of personal cars was very small, so there was no problem with the arrangement of space. Parking at Nakhon Ratchasima Rajabhat University. But nowadays, the use of cars and the demand for parking spaces are important for the university to manage the parking spaces appropriately and adequately to meet the needs of car users. Although Nakhon Ratchasima Rajabhat University has a limited area of 174 rai, 3 Ngan 41 square Wa, which consists of more than 30 auditorium buildings, there are 24,685 students every year and over 900 staff members. In the trips of students to study or to work by university personnel, it is found that vehicles are used for public transportation, personal cars, motorcycles, and bicycles. But the use of personal cars is a lot, resulting in the place or space in the parking lot is not enough to use, causing various problems.

Although Nakhon Ratchasima Rajabhat University has measures to reserve parking spaces for personnel or university administrators, the place is prohibited to park in front of the building. Or if there are special events or occasions, a specific parking area will be designated by placing cones, or placing signs, etc. But there are still problems with parking spaces, and it affects the traffic system within the university. Such as parking in prohibited parking, double parking, blocked parking, traffic and disorderly parking result in congestion, pollution, visibility and road capacity. In addition, parking in sports grounds, gardens, etc., will result in loss of space for university activities or student activities, affecting the environment and atmosphere of study, etc. Each year, Nakhon Ratchasima Rajabhat

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University has an increasing number of staff and students. It is evident that since 2010, the number of new students has increased from 2009 to 1,140 and the following years have increased, and staff in Nakhon Ratchasima Rajabhat University has increased. Owning a car or owning a private car, coupled with the university building several premises during 2013 onwards will include the school building, the International Auditorium and the Student Affairs Building, the renovation of the football field, etc. This will result in a greatly reduced parking space that may cause parking problems as a result. It can be seen that the area of the university is only 174 rai, 3 Ngan, 41 square Wa, the same as before and most of the area is school buildings, buildings, auditoriums, sports fields, gardens, and roads. But the number of staff and students is increasing, the number of vehicles to travel to the university is increasing steadily every year. As for the arrangement of the parking spaces, it remains the same, which will cause such problems to become more severe.

Parking is a problem with many universities, especially those that are in urban areas and have limited space. Which Nakhon Ratchasima Rajabhat University has a location in the city of Nakhon Ratchasima and has a limited area surrounded by government agencies, namely Raja Mangala University of Technology, Northeastern Region, Nakhon Ratchasima Province, behind the Lam Ta Klong River, surrounded along the sides. The latter made it difficult to expand the area. The results of the data analysis revealed that most of the measures used to manage parking spaces were measures to limit the demand for parking. For example, setting a place where parking is prohibited in front of the building, limiting the parking area by reserved parking space for university personnel or administrators, etc. Including the parking space of the university, there are very few parking spaces, compared to the usable area of the university campus, therefore, there must be a way to manage the limited parking space of the university to be effective and sufficient to meet the needs. use, and satisfaction with the provision of parking facilities for personnel and students, as well as those who come to contact the government equally and comfortably

Therefore, the researcher is interested in studying the management of parking spaces within Nakhon Ratchasima Rajabhat University, searching for practical measures about arranging parking spaces to have good and effective criteria that will lead to proposals for parking spaces, and to solve the problem of insufficient parking, not a systematic system to provide information for the decision of the agency or those involved in the planning of the parking arrangement system within the university.

## Objectives

The objectives of this research were to study parking space management at Nakhon Ratchasima Rajabhat University, and to study satisfaction about parking management within Nakhon Ratchasima Rajabhat University.

## Methodology

Population and samples used in research: (1). The population used in this research was 667 students in Nakhon Ratchasima Rajabhat University. (2) The sample used in this research was 250 students in Nakhon Ratchasima Rajabhat University. The sample group used in this research was determined using the Taro Yamane formula (1973:727), by determining the confidence value. at 95%. The sample is 250.047. The random sampling used in this research was 250 students in Nakhon Ratchasima Rajabhat University 1<sup>st</sup> to 3<sup>rd</sup> year students, by random sampling.



The instrument used for data collection was a structured questionnaire developed by the researchers from reviewing documents and research related to parking management to study on-campus parking management. There are 3 parts to cover the issues that need to be studied as follows:

Part 1, general information of the respondents, contains questions about general information.

1. General information of the respondents was a closed-ended interview, a questionnaire where the respondents could choose only one answer.

2. Selected the satisfaction of the parking management within Nakhon Ratchasima Rajabhat University as a closed-ended interview. It was a questionnaire where the respondents could choose only one answer.

Part 2 Information on parking management within Nakhon Ratchasima Rajabhat University contains questions related to parking management within Nakhon Ratchasima Rajabhat University.

Management factors include Planning, Organization management, Personnel management, Administrative or directing, Coordinating, Reporting, and Budget which is an approximate question.

Part 3 Suggestions, Guidelines, and Ideas of Nakhon Ratchasima Rajabhat University Students Motivation for choosing a career between the public and private sectors.

Data collection in the research. Six researchers distributed a questionnaire to 250 students of Nakhon Ratchasima Rajabhat University who were directly affected by a structured questionnaire; (1) The preparation of the research team held a meeting on the data collection procedures and procedures in each step along with explaining the data collection in order to understand the research team's mind. (2) Methods for collecting data in quantitative research, starting from the target study to facilitate travel, after that, the researcher and the team traveled to the study area to ask for help to collect the data to clarify the study objectives. And prepare in mind that the data collection area consists of the researcher and the number of interviews.

Data Processing and Analysis: Verifying the completeness of the data, coding the data according to the coding manual, and processing it in a computer with a packaged program. For the analysis of social science research statistics, Descriptive Statistics are frequency, percentage, mean, standard deviation.

## Results

### 1. Parking space management study

The classification of parking places can be classified into several categories, for categorizing parking according to the location can be categorized into two main types: (Krittayakeer, O. 2002).

1. On-Street Parking/Curb Parking: Roadside parking can be designed to allow cars to be parked parallel to the curb or at different angles to the curb. Roadside parking is mostly parallel to the curb as it has less impact on traffic and accidents than corner parking. As for the permission to allow corner parking, it is usually only allowed on roads with low traffic, roads are wide enough by using road lines to steer a parking space and use traffic signs to show the time that can be parked.

2. Off-Street Parking: It is a car park that is provided for the convenience of motorists without obstructing the traffic on public roads, consisting of: Parking lots for open-air parking, and parking buildings such as shopping centers, in business buildings, in residential



buildings, etc. The car park in this building can be separated into above ground car park and underground car park. An important factor that will determine the construction of a car park is the price of the car park land, the cost of constructing a car park on the ground will be cheaper. If the land price is high, the cost of building a car park will be more economical and cost-effective. Management of parking spaces in universities, Nakhon Ratchasima Rajabhat University has issued guidelines or management guidelines for organizing parking within Nakhon Ratchasima Rajabhat University. Due to the limited number of parking spaces for both motorcycles and cars within the campus and a large number of cars parked. In order to facilitate traffic and prevent accidents as Nakhon Ratchasima Rajabhat University has operated to facilitate faculty, staff, students, and government officials, there are 3 places to park motorcycles within the university as follows:

1. At the side of Chao Pho Khun Sakrin Shrine, 82 cars can be parked.
2. The food court building, 1st floor, can park 351 cars.
3. At the back of Building 13, 155 cars can be parked.

Therefore, the university asks for the return of the road surface in order to facilitate traffic and prevent accidents as follows:

1. Do not park motorcycles on the road surface behind Building 5 along the way.
2. Do not park motorcycles on the road surface beside the welfare shop, extending to the front of the building 10. For the road surface opposite the building 10, motorcycles can be parked normally.
3. Do not park motorcycles on the road surface opposite Pho Khun Sakrin Shrine, extending to the corner of the building 22.
4. Motorcycles are prohibited to park on the road surface at the corners of the building 13, in front of the building 13, only the area provided for motorcycle parking is prohibited.
5. Motorcycles are prohibited to park on the road surface behind the building. 24. For the road surface in front and behind the building 32, motorcycles can be parked normally.
6. The road on the side of the football field is allowed only one way. Drive straight ahead at Building 27 and turn left to go out of Gate 3 or turn right and exit the road in front of Building 32.

This will be implemented from January 2, 2017, onwards. For more information, please contact the Central Administration Office of the President, Building 9, Floor 1, telephone number 0-4400-9009 ext. 1501, 1578.

Nakhon Ratchasima Rajabhat University originated from "Nakhon Ratchasima Province Agricultural Foundation Teacher Training School", which the Ministry of Justice was established in 1923 at the side of Wat Pho, Pho Klang Sub-district, Mueang District, Nakhon Ratchasima Province to offer courses for general teachers' sentence, and provincial teacher certificate sentence. Later, the name was renamed, relocated, adjusting the educational program and has evolved into a university in the present.

1. Nakhon Ratchasima Rajabhat University has an area of 174 rai 3 ngan 41 square wa, located at 340 Suranarai Road, Nai Mueang Subdistrict, Mueang District, Nakhon Ratchasima Province 30000 Telephone number 044-009009 Fax 044-244739.

2. The 100 Rai Agricultural Training Center is located in Pho Klang Subdistrict, Mueang District, Nakhon Ratchasima Province.

3. The Research Institute for Petrified Wood and Mineral Resources, Northeast Chulalongkornrajavidyalaya University is located at 184 Road. Mittraphap - Nong Ping, Village No. 7, Ban Krok Duen Ha, Suranaree Subdistrict, Mueang District, Nakhon Ratchasima Province.





**Philosophy:** Academic resources for creating good people with morals to lead society

**Vision:** To be a leading university in teacher production and local development by 2032, means Nakhon Ratchasima Rajabhat University has been ranked as one of the top 5 teacher-producing institutions in the country and is a recognized local development university in National level.

### Mission

1. To produce graduates who are aware, knowledgeable and able to adapt to the changes of the world society.
2. Produce and develop professional teachers.
3. Research, create a body of knowledge, develop technology and innovation based on Thai and international wisdom.
4. Strengthen the community towards international recognition.
5. Inherit the nation's arts and culture and create value for local wisdom to advance to the international level.
6. Management under good corporate governance.



Diagram: 1 Area layout inside Nakhon Ratchasima Rajabhat University  
(Source: Nakhon Ratchasima Rajabhat University. 2017).

2. Parking management within Nakhon Ratchasima Rajabhat University, by the research team presented the results of the data analysis into 2 parts as follows:

### Part 1 General Data Characteristics Factors

Table 1 General information of the respondents

General information feature	Frequency	Percentage
1. Gender		
man	85	34.0
female	165	66.0
Total	250	100.0
2. Age		
18-19 years	112	44.8
20-21 years	111	44.4

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General information feature	Frequency	Percentage
22-23 years	27	10.8
Total	250	100.0
3. Education level		
Year 1	100	40.0
Year 2	84	33.6
Year 3	66	26.4
Total	250	100.0
4. Car type		
bicycle	7	2.8
motorcycle	218	87.2
car	25	10.0
Total	250	100.0

From Table 1, it was found that 66.0 percent of the students were female, and 34.0% male. Most of the students were 18-19 years old at 44.8 percent, followed by 44.4 percent from 20-21 years old, and 10.8% from 22-23 years old. Students had the highest level of 1st year education at 40.0 percent, followed by 33.6 percent at the second-year level, and 26.4 percent at the 3rd year level. And students used motorcycles the most at 87.2 percent, followed by cars 10.0%, and bicycles 2.8 percent.

## Part 2 Satisfaction about Parking Management in Nakhon Ratchasima Rajabhat University

The results of the satisfaction analysis about parking management within Nakhon Ratchasima Rajabhat University, are shown in Table 2-9.

Table 2 Overall satisfaction about parking management within Nakhon Ratchasima Rajabhat University

Management of parking spaces within Nakhon Ratchasima Rajabhat University	$\bar{X}$	S.D.	Satisfaction Level
1. Planning	3.38	0.65	Moderate
2. Organization management	3.36	0.69	Moderate
3. Personnel management	3.42	0.64	Moderate
4. Administrative or directing	3.26	0.84	Moderate
5. Coordination	3.50	0.68	Moderate
6. Reporting	3.41	0.70	Moderate
7. Budget	3.44	0.65	Moderate
<b>Total</b>	<b>3.40</b>	<b>0.69</b>	Moderate

From the table, it was found that the overall satisfaction with the parking management in Nakhon Ratchasima Rajabhat University was at a moderate level ( $\bar{X} = 3.40$ , S.D.=0.69). When considering each aspect, it was found that all aspects were moderate in descending order as follows: coordination aspect ( $\bar{X} = 3.50$ , S.D.=0.68), budget ( $\bar{X} = 3.44$ , S.D.=0.65), Personnel management ( $\bar{X} = 3.42$ , S.D.=0.64), reporting ( $\bar{X} = 3.41$ , S.D.=0.70), planning ( $\bar{X} = 3.38$ , S.D.=0.65), organization management ( $\bar{X} = 3.36$ , S.D.=0.69), and administrative or directing ( $\bar{X} = 3.26$ , S.D.=0.84).



**Table 3** Mean and standard deviation of satisfaction related to parking management within Nakhon Ratchasima Rajabhat University planning

Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
1. Planning								
1.1 Keeping the parking lot organized	5.2	46.4	39.2	8.8	0.4	3.47	0.75	Moderate
1.2 There is proper management of student parking spaces.	4.4	34.4	42.4	17.2	1.6	3.23	0.84	Moderate
1.3 There is a clear division of operational duties.	4.0	44.4	44.0	7.6	0	3.45	0.69	Moderate

From Table 3, it was found that the overall satisfaction with the parking management in Nakhon Ratchasima Rajabhat University planning was at a moderate level, when considered on a case-by-case basis, it was found that all items were at a moderate level. They can be sorted as follows: Keep the parking lot organized ( $\bar{X}$  =3.47, S.D.=0.75), There is an appropriate arrangement of student parking spaces ( $\bar{X}$  =3.23, S.D.=0.84) and has a clear division of operational duties ( $\bar{X}$  =3.45, S.D.=0.69) respectively.

**Table 4** Mean and standard deviation of satisfaction about parking management within Nakhon Ratchasima Rajabhat University, organization management

Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>2. organization management</b>								
2.1 Nakhon Ratchasima Rajabhat University has organized parking spaces in an orderly fashion.	3.6	51.2	38.0	6.4	0.8	3.50	0.71	Moderate
2.2 There is adequate parking space.	2.8	39.6	32.4	19.2	6.0	3.14	0.96	Moderate
2.3 Parking is properly classified.	5.6	42.8	41.6	8.8	1.2	3.43	0.78	Moderate

From Table 4 , it was found that the overall satisfaction about the management of parking spaces in Nakhon Ratchasima Rajabhat University in terms of organization management was at a moderate level, when considering each item, it was found that all items were at a moderate level, in order as follows: Nakhon Ratchasima Rajabhat University has organized parking spaces in an orderly fashion. ( $\bar{X}$  =3.50, S.D.=0.71) There is adequate parking space. ( $\bar{X}$  =3.14, S.D.=0.96) and Parking is properly classified. ( $\bar{X}$  =3.43, S.D.=0.78) respectively.

**Table 5** Mean and Standard Deviation of Satisfaction Regarding Parking Management in Nakhon Ratchasima Rajabhat University, Personnel management

Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			

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Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>3. Personnel management</b>								Moderate
3.1 Officers have a clear division of work duties.	2.4	48.4	42.0	7.2	0	3.46	0.67	Moderate
3.2 There are enough staff to maintain the parking area.	4.8	44.4	40.8	9.2	0.8	3.43	0.76	Moderate
3.3 The staff are willing to serve.	3.2	44.4	40.0	10.8	1.6	3.37	0.78	Moderate

From Table 5, it was found that the overall satisfaction with the management of parking spaces in Nakhon Ratchasima Rajabhat University in terms of personnel arrangements was at a moderate level. All items were at a moderate level, in the following order: Officers have a clear division of work duties. ( $\bar{X}$  =3.46, S.D.=0.67) There are enough staff to maintain the parking area. ( $\bar{X}$  =3.43, S.D.=0.76) The staff are willing to serve. ( $\bar{X}$  =3.37, S.D.=0.78) respectively.

Table 6 Mean and Standard Deviation of Satisfaction Regarding Parking Management within Nakhon Ratchasima Rajabhat University, Administrative or directing

Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>4. Administrative or directing</b>								
4.1 Parking facilities are available.	3.2	47.6	36.0	9.6	3.6	3.37	0.84	Moderate
4.2 A shuttle service is arranged between the parking areas to various points in Nakhon Ratchasima Rajabhat University thoroughly.	5.2	35.6	30.0	12.8	16.4	3.00	1.16	Moderate
4.3 There is a clear clarification on the parking place within Nakhon Ratchasima Rajabhat University.	6.8	43.6	33.6	14.2	2.0	3.39	0.88	Moderate

From Table 6 , it was found that the satisfaction about the parking management in Nakhon Ratchasima Rajabhat University Administrative or directing as a whole was at a moderate level, when considering each item, it was found that all items were at a moderate level, sorted as follows: Parking facilities are available. ( $\bar{X}$  =3.37, S.D.=0.84) A shuttle service is arranged between the parking areas to various points in Nakhon Ratchasima Rajabhat University thoroughly. ( $\bar{X}$  =3.00, S.D.=1.16) There is a clear clarification on the parking place within Nakhon Ratchasima Rajabhat University. ( $\bar{X}$  =3.39, S.D.=0.88) respectively.

Table 7 Mean and standard deviation of satisfaction regarding parking management within Nakhon Ratchasima Rajabhat University, Coordination

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Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>5. Coordination</b>								
5.1 There is a publicity for parking.	3.6	53.6	37.6	4.4	0.8	3.55	0.68	Moderate
5.2 There is a map clearly indicating the parking area.	11.6	37.6	40.8	8.0	2.0	3.49	0.88	Moderate
5.3 There are clearly traffic signs.	6.0	46.4	37.2	9.2	1.2	3.47	0.79	Moderate

From Table 7, it was found that the overall satisfaction with the parking management in Nakhon Ratchasima Rajabhat University coordination was at a moderate level, when considering each item, it was found that all items were at a moderate level, sorted as follows: There is a publicity for parking. ( $\bar{X}$  =3.55, S.D.=0.68) There is a map clearly indicating the parking area. ( $\bar{X}$  =3.49, S.D.=0.88) และ There are clearly traffic signs. ( $\bar{X}$  =3.47, S.D.=0.79) respectively.

Table 8 Mean and standard deviation of satisfaction about parking management within Nakhon Ratchasima Rajabhat University, Reporting

Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>6. Reporting</b>								
6.1 There was a hearing about parking problems within Nakhon Ratchasima Rajabhat University.	3.6	45.2	44.4	5.2	1.6	3.44	0.72	Moderate
6.2 The problems that were heard were taken to be solved.	5.2	41.6	41.6	9.2	2.4	3.38	0.82	Moderate
6.3 Problems with parking spaces are reported to students periodically.	6.0	43.2	38.0	10.4	2.4	3.40	0.85	Moderate

From the table, it was found that the overall reporting satisfaction regarding the parking management in Nakhon Ratchasima Rajabhat University was at a moderate level, when considered individually, it was found that all items were at a moderate level, as follows: There was a hearing about parking problems within Nakhon Ratchasima Rajabhat University. ( $\bar{X}$  =3.44, S.D.=0.72) The problems that were heard were taken to be solved. ( $\bar{X}$  =3.38, S.D.=0.82) และ Problems with parking spaces are reported to students periodically. ( $\bar{X}$  =3.40, S.D.=0.85) respectively.

Table 9 Mean and Standard Deviation of Satisfaction Regarding Parking Management within Nakhon Ratchasima Rajabhat University The budget

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Items	Satisfaction Level					$\bar{X}$	S.D.	Level
	Highest	High	Moderate	Low	Lowest			
<b>7. Budget</b>								
7.1 The budget is used according to the objectives.	2.4	43.2	49.6	3.6	1.2	3.42	0.66	Moderate
7.2 The budget is prepared in accordance with the budget methodology.	4.8	44.4	43.6	6.0	1.2	3.46	0.73	Moderate
7.3 Budgets are used effectively.	4.0	44.8	44.0	5.6	1.6	3.44	0.73	Moderate

From the table it was found that The overall satisfaction with the parking management within Nakhon Ratchasima Rajabhat University, budget was at a moderate level. When considering each item, it was found that all items were at a moderate level, meaning that the budget was used according to the objectives. ( $\bar{X}$  =3.42, S.D.=0.66), The budget is prepared according to the budget methodology ( $\bar{X}$  =3.46, S.D.=0.73), and effective use of the budget ( $\bar{X}$  =3.44, S.D.=0.73) respectively.

## Discussion

The Study of Parking Management in Nakhon Ratchasima Rajabhat University This research is a study of concepts, principles and essence related to parking management within Nakhon Ratchasima Rajabhat University. This study is interested in the study of parking space management within Nakhon Ratchasima Rajabhat University, searching for practical measures about arranging parking spaces to have good and effective criteria, this will lead to the proposal of guidelines for arranging parking spaces and solving problems of insufficient, unorganized parking for information in decision-making of agencies or those involved in planning and organizing the management system. Park your car on campus. From the distribution of the 1<sup>st</sup>-3<sup>rd</sup> year exam, the survey results showed that the students were female 66.0 percent, and male 34.0%, the most students aged 18-19 years 44.8%, followed by 44.4 percent of age 20-21 years, and 10.8% of 22-23 years of age, 40.0% of students with first year education, followed by the second year's education level 33.6 percent, and the third year's education level 26.4 percent, and the students used motorcycles the most at 87.2 percent, followed by cars 10.0%, and bicycles 2.8 percent.

From the mean, it was at a moderate level. The random sampling used in this research was 250 students in Nakhon Ratchasima Rajabhat University, Bachelor of Public Administration program, 1<sup>st</sup> - 3<sup>rd</sup> year students. The total number of samples was 250 by random sampling.

This research is consistent with Kraisri, D. (2008:1) who stated that developing managerial capacity means making the best use of the knowledge and skills that are within the individual, both for the individual and the organization. Processed use of those potentials, especially in the age of globalization where everything is constantly changing. Access to information easily and quickly makes the development of potential, which the development of personnel in the organization is of great importance.

Like Wora-Urai, S. (2002:20), managerial potential is a power that exists within us and can be manifested because each person has multiple potentials that are inherent in each person.



Kaplan and Norton (Suthakavatin, T. 2007: 288-295) describe this innovative Balanced Scorecard system for the development of managerial potential.

1. The Learning and Growth Perspective is a perspective on learning and growth, such as the development of employee knowledge, employee satisfaction, development of work facilities, etc.

2. The Business Process Perspective is the perspective of work processes within the organization such as new innovations, efficient organizational structure, internal organization coordination, efficient production line management, etc.

3. The Customer Perspective is the customer perspective such as customer satisfaction, image, marketing process, customer relationship management, etc.

4. The Financial Perspective is the view of finance such as increasing revenue, low-cost production efficiency and low loss during production, finding low-cost funding, etc.

Kaplan and Norton (Decharin, P., 2009: 7-8) said that in bringing the Balanced Scorecard to use within the organization will cause some changes in various fields. Therefore, the organization's executives should prepare the organization before the actual implementation of the Balanced Scorecard in order to make the transition process smoother and what needs to be prepared are: (1) Leaders must be the initiators of change. (2) Top management must create an atmosphere of change. (3) Executives must communicate and understand clearly with all staff. (4) Executives must be serious about making the Balanced Scorecard effective. (5) Prepare the information system within the organization.

In order for the organization to carry out its main mission according to the Balance Scorecard approach, there are 4 key indicators as follows:

1. Financial perspective In a trading enterprise, the first index that comes to mind is how financial management is going to be a clear indication of whether the business will continue or not, Financial measurements should consider the following aspects; (1) Revenue growth rate is measured by sales growth, profit from customers and products, proportion of revenue from new customers, etc. (2) Reduce costs measured by revenue/employee costs compared to competitors, cost reduction rates etc. (3) The use of assets must take into account investment, research and development, return on investment.

2. Customer perspective: Customers are an important indicator for business and non-profit organizations, customer metrics should consider the following: (1) Customer satisfaction is the most important index because if customers are satisfied with products and services, customers will always be loyal and come back to use more services and build good relationships with customers. (2) Retaining old customers requires tracking customer needs and evaluating orders at all times. (3) New customers must develop products and services to attract more new customers and continuously monitor the results of market share.

3. Internal business process: the system of work within the organization is a system that is important to finance and customers, that is, if the organization develops and has good internal management, it will result in the production of products quickly, delivery on time, the quality meets the needs of customers, after-sales service, resulting in the organization, has higher income growth.

4. Learning and growth the learning and development of employees in the organization is an index that affects the work processes within the organization, if employees learn and develop their ability to learn, they will make work processes in the organization more efficient, affecting the quality of products and services that are good for customers.

It can be seen that the principle of using the Balance Scorecard to increase the efficiency of work must give importance to the four indexes in balance, each side of the index



will affect the other side in a systematic way. However, the organization must clearly define the main mission and analyze the four indexes in accordance with the main mission of that organization. In addition to implementing the Balance Scorecard principle to improve performance, all operators must follow a strategy and have a key performance indicator (KPI) for the organization to operate to achieve its objectives and in accordance with the mission of the organization.

Therefore, the potential for managing parking spaces of Nakhon Ratchasima Rajabhat University, which is the ability, readiness, or hidden qualities in any person, it can manifest if it is developed or externally stimulated in a person's actions to achieve the objectives and goals set forth under the status quo potential. Therefore, it is a factor that supports the successful completion of the BSC. Therefore, it is like a tool or mechanism for planning and managing strategies that has 4 perspectives set in order to balance the development of the organization until finally achieving the strategic plan that has been laid.

### Recommendation

It needs to increase the amount of parking more than this to be enough for students in Nakhon Ratchasima Rajabhat University and make a line to separate the car so that the car can get in and out easily. Should increase the parking lot or build a parking building to accommodate the cars of students and staff. The staff should be available at all times.

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