THE STUDY OF OPINIONS TOWARDS CHOOSING TO ADMISSION TO STUDY AT THE UNDERGRADUATE LEVEL OF HIGH SCHOOL STUDENT IN THE FACULTY OF SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research aimed to examine the opinions of interested upper secondary students on and relationship between influential factors on the decision to pursue Bachelor's degree at the Faculty of Science and Technology, Suan Sunandha Rajabhat University (SSRU). The sample included 220 students who were studying in the upper secondary level. The authors chose them from those participating in Open House SSRU 2018. The questionnaire was used in data collection, while the statistics and analytical approach used in this research were the descriptive and inferential statistics, mean, percentage, standard deviation and Pearson's product moment correlation coefficient.

According to research results, upper secondary students' overall opinions on the decision to pursue Bachelor's degree at the Faculty of Science and Technology, Suan Sunandha Rajabhat University are found at a high level. Each aspect is also examined indicating the highest level of opinions on the image of the Faculty of Science and Technology, public relations as well as curriculum and instruction, respectively. Meanwhile, those with a high level of opinions were personal reasons, individual capabilities and background, respectively.

Regarding the relationship between influential factors on the decision to pursue Bachelor's degree, there was a relationship at a statistical significance level of 0.05 among the image of the Faculty of Science and Technology, public relations, curriculum and instruction personal reasons, individual capabilities and background. In particular, the strongest relationship between curriculum and public relations was found, followed by relationship between following factors: capabilities and reasons, capabilities and background, image and curriculum as well as relationship between public relations, reasons and image, respectively.

1. INTRODUCTION

The education plays an important role as a basis for every aspect of development so the educational provision should focus on the development of knowledge, attitude, ability, value and morality. [1] This is to meet the demands of society in response to different changes and lifelong learning trends leading to the adaptability for country development in globalization era. [2] As a result, self-adaptation of Suan Sunandha Rajabhat University is required for its institutional development in dealing with educational competition environment because the survival of university relied on the number of students in that university. Open House SSRU 2018 is thus a good chance for upper secondary students to experience academic atmosphere and to eyewitness overall picture of the Faculty of Science and Technology. It will eventually influence their decisions to study here. Besides, to enhance the advantages of the Faculty of Science and Technology, public relations and good images should also be created in order to increase the interest and preference of students, guardians and interested persons to apply for further education. [3]

The emerged problem is that the amount of student admission misses the annual target and of applicants in certain programs offered by some Faculties has continually declined during the past 10 years and failed to meet the target within the student admission plan as required by the curriculum.

The authors, as the university's support personnel, are interested in investigating the opinions on and relationship between influential factors on the decision of upper secondary students participating in Open House SSRU 2018 to pursue Bachelor's degree at the Faculty of Science and Technology. The findings will then be applied in the academic performance development guideline along with the public relations to create good organizational image, formulation of plan to publicize student admission and efficient and appropriate provision

of instructional activities. This is to increase the interest of more students in making decision to study at the Faculty of Science and Technology, Suan Sunandha Rajabhat University.

2. OBJECTIVES

1 . To examine the decision of upper secondary students participating in Open House SSRU 2018 to pursue Bachelor's degree at the Faculty of Science and Technology among

2 . To explore the relationship between influential factors on the decision of upper secondary students participating in Open House SSRU 2018 to pursue Bachelor's degree at the Faculty of Science and Technology

3. METHODOLOGY

Population: it includes 490 upper secondary students participating in Open House SSRU 2018.

Sample: it includes upper secondary students participating in Open House SSRU 2018 and, after the determination of sample size, 220 of them are chosen as the sample. [4]

4. VARIABLES USED IN RESEARCH

There are 2 types of research variables.

Independent Variables: these are the demographic characteristics of upper secondary students participating in Open House SSRU 2018 e.g. sex, age, domicile and study plan.

Dependent Variables: these are the decision of upper secondary students participating in Open House SSRU 2018 to pursue Bachelor's degree, namely, image, curriculum, public relations, background, individual capabilities and personal reasons.

Analysis of data and statistics used

The data analysis by means of package software is divided into the following sessions:

1 . The descriptive statistics: the demographic characteristics of upper secondary students participating in Open House SSRU 2018 are explained through the frequency, percentage and their opinions on the decision to pursue Bachelor's degree. The analysis is conducted using mean ($\bar{x}$) and standard deviation (Standard Deviation: S.D.).

2. The Pearson's Product Correlation Coefficient is used in the analysis of relationship between influential factors on the decision of upper secondary students participating in Open House SSRU 2018 to pursue Bachelor's degree at the Faculty of Science and Technology, Suan Sunandha Rajabhat University.

5. EXPERIMENTAL RESULT

Table 1 Number and percentage based on demographic characteristics of upper secondary students participating in Open House SSRU 2018.

Demographic characteristics	Number(n = 220)	Percentage
1. Sex		
Male	84	38.2
Female	136	61.8
2. Age		
Below 19 years	174	79.1
19 years	46	20.9
3. Domicile		
Central Region	199	90.5
Other Region	21	9.5
4. Education Program		
Science	208	94.5
Liberal Arts	12	5.5

According to Table 1, from 220 respondents, most of them are female (61.8%) with the age below 19 years. They live in the central region and study in science field of study.

Table 2 Results based on the analysis of level of upper secondary students' opinions on the decision to pursue Bachelor's degree at the Faculty of Science and Technology, Suan Sunandha Rajabhat University, categorized according to each aspect and overall picture.

Opinions towards choosing to study at the undergraduate level	Level Comments		
	$\bar{x}$	S.D.	Interpretion
1. The image of the Faculty of Science and Technology	4.35	0.48	High
2. Curriculum and Instruction	4.26	0.55	High
3. Public relations of the Faculty of Science	4.29	0.55	High
4. Background	4.03	0.77	High
5. Individual Capabilities	4.03	0.70	High
6. Personal reasons	4.11	0.65	High
Total	4.21	0.51	Highest

According to Table 2, in the overall picture, the students have the highest level of opinions ($\bar{x}$ = 4.21, SD. = 0.51). Meanwhile, the examination of each aspect reveals that they have a high level of opinions on all aspects: the image of the Faculty of Science and Technology, ($\bar{x}$ = 4.35, SD. = 0.48), followed by public relations of the Faculty of Science ($\bar{x}$ = 4.29, SD. = 0.55), Curriculum and Instruction ($\bar{x}$ = 4.26, SD. = 0.55), Personal reasons ($\bar{x}$ = 4.11, SD. = 0.65), Individual capabilities ($\bar{x}$ = 4.03, SD. = 0.70) and Background ($\bar{x}$ = 4.03, SD. = 0.77).

Table 3 Correlation Coefficient between the Decision of Upper secondary students to Pursue Bachelor's Degree and the Following Factors: Curriculum, Public Relations, Background, Individual Capabilities and Personal Reasons.

Factors	Image	Curriculum	Public Relations	Background	Individual Capabilities	Personal Reasons
1. Image	-	.761[*]	.706[*]	.560[*]	.613[*]	.676[*]
2. Curriculum		-	.817[*]	.553[*]	.585[*]	.686[*]
3. Public Relations			-	.585[*]	.663[*]	.716[*]
4. Background				-	.771[*]	.639[*]
5. Individual Capabilities					-	.772[*]
6. Personal Reasons						-

* P<0.05

According to Table 3, the analysis of Correlation Coefficient indicates the strongest relationship between curriculum and public relations, followed by the same level of relationship between Individual capabilities, Personal reasons and Backgrounds. It also includes the relationship between image and curriculum as well as between public relations, Personal reasons and image, respectively.

6. RESULTS

The results from the analysis of the level of the upper secondary students' opinions on the decision to pursue Bachelor's degree at the Faculty of Science and Technology, Suan Sunandha Rajabhat University indicate that the overall picture of upper secondary students' opinions are at a high level. When each aspect is explored, the students have a high level of opinion on all aspect. Indeed, the most important one is the image of the Faculty of Science and Technology. Such finding agrees with [5] the study of influential factors on the upper secondary students' decision to pursue higher education in Demonstration School of Silpakorn University. This particular research shows that, in making decision to pursue higher education, those students also focus on the institutional aspect and the confidence to be hired after graduation, followed by public relations made the Faculty of Science. Besides, it conforms to [6] the decision of upper secondary students of public schools in the area of Bangkok Metropolitan to pursue Bachelor's degree in the international program too. The students put an emphasis on the public relations strategies, which influence the overall picture of their decision to study in the international program at the private university in the area of Bangkok Metropolitan and surrounding provinces. The university's use of public relations media reflects not only lecturers' knowledge and competency but also university's reliability. This allows students to obviously see the difference of one university in comparison to the others. Meanwhile, a lower level of score is found in light of opinions on curriculum and instruction, personal reasons, individual capabilities and background, respectively. Therefore, the creation of good image of the Faculty of Science and Technology including curriculum and instruction as well as public relations is important. It is in line with the strongest relationship between curriculum and public relations, followed by the relationship between following factors: capabilities and reasons, capabilities and background, image and curriculum as well as public relations, reasons and image, respectively.

7. SUGGESTIONS

1. Suggestions for the implementation of research findings
    1.1 The academic performance development guideline should be developed along with public relations in order to create good image and reflect the identity of instructions provided by the faculties
    1.2 It should put an emphasis on the information technology management in the creation of network-based learning
2. Suggestions for Future Research
    2.1 The information technology management model for the creation of network-based learning

2.2 Academic affairs and public relations management model for the creation of image and identity of instructions provided by the faculties

8. ACKNOWLEDGEMENT

The authors wish to express our gratitude to Suan Sunandha Rajabhat University and Research and Development Institute for their kind supports in this research. We also thank faculties in the Faculty of Science and Technology for their important role in conducting research and in disseminating research articles domestically and internationally.

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