

Study of the perception channels that affect admission to study at the bachelor's degree level of Part-time undergraduate students of the College of Logistics and Supply Chain

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Abstract

Study of the perception channels that affect admission to study at the bachelor's degree level of Part-time undergraduate students of the College of Logistics and Supply Chain has the following objectives: 1. To study the channels of perception of public relations media that affect the admission to the undergraduate degree of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus. 2. To study the relationship between the perception of brand equity and the decision to pursue undergraduate studies in the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus. The population used in this study was 200 special program undergraduate students of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, academic year 2023. A questionnaire was used as the research tool. The data was analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation.

The results of the study on the channels of perception that affect the admission to study at the bachelor's degree level, special program students of the College of Logistics and Supply Chain, found that the channels of perception that affected further study at the bachelor's degree level, special program students of the College of Logistics and Supply Chain found that online media had a significant influence on perception.

Keywords: Perception channels, Admission to study, Part-time undergraduate students

1. Introduction

Various higher education institutions have developed curricula to align with government policies by offering special programs (outside official hours) to facilitate access to higher education for working individuals. The researcher observed that individuals enrolling in special programs at the higher education level often face numerous responsibilities, including professional and family roles. As a former lecturer in such programs, the researcher found that some students appeared fatigued from traveling to class, arrived late, and demonstrated limited engagement in classroom activities. Additionally, some lacked responsibility for their assignments. Conversely, there were students who displayed enthusiasm, determination, and

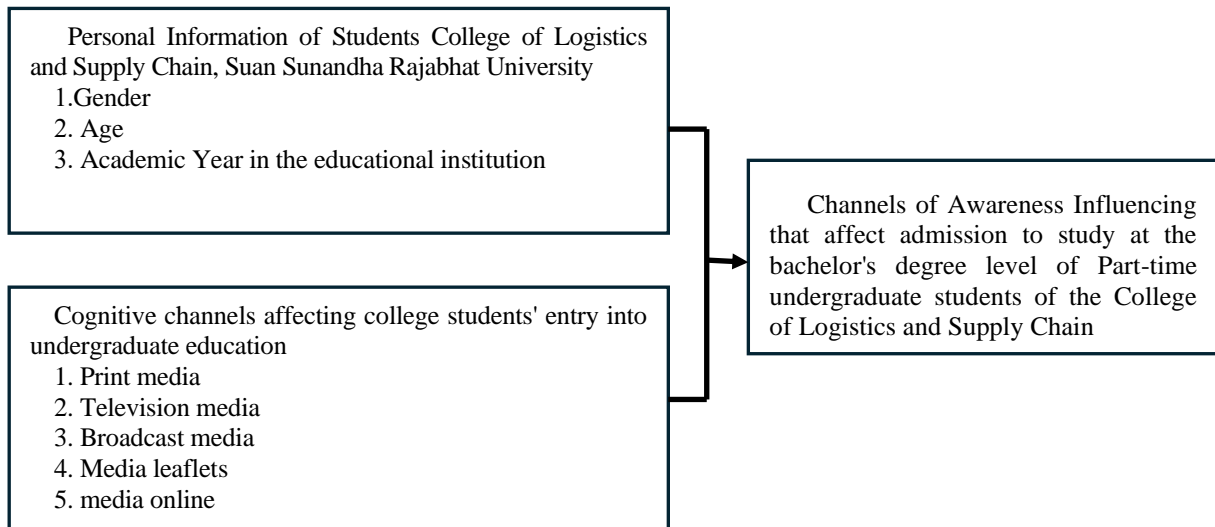
perseverance, indicating that learning behaviors and life circumstances significantly influence the efficiency and effectiveness of education, particularly for special program students.

Currently, the Office of the Higher Education Commission ranks universities, which has intensified competition among higher education institutions in Thailand to attract prospective students. This competition aims to appeal to high school seniors, vocational certificate students, and advanced vocational certificate students nearing graduation, providing them with opportunities and choices for selecting an educational institution.

In this context, the College of Logistics and Supply Chain at Suan Sunandha Rajabhat University, Nakhon Pathom Campus, recognizes the necessity of employing strategies to encourage schools and target students to choose to pursue a bachelor's degree at the college. The focus is on online public relations as a means of disseminating information about educational programs, campus facilities, and various fields of study available in the special programs. This approach aims to enhance students' understanding and interest, ultimately influencing their decision to enroll at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus.

Given the recurring issue of unmet enrollment targets each academic year, the researcher is interested in studying the channels through which public relations materials are perceived and their impact on students' decision to pursue a bachelor's degree at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus. The goal is to develop an effective and systematic approach to student recruitment publicity that can be implemented for practical use in the future.

Figure 1: Conceptual Framework



1.1 Research Objective

1. To study the channels of awareness of public relations media that influence enrollment in the bachelor's degree program at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus.

2. To examine the relationship between brand value perception and the decision to enroll in the bachelor's degree program at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus.

2. Methods

2.1 Population and sample

The population in this research consists of 400 undergraduate special program students from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus, for the academic year 2023

The sample group includes 200 special program students enrolled in the 2023 academic year at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus.

2.2 Study methods

This research is a quantitative study conducted using a structured questionnaire. The questionnaires were distributed to a sample group of 200 special program students enrolled in the 2023 academic year at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Campus.

The questionnaire consisted of 2 parts :

Part 1: Questionnaire on Demographic Characteristics of Students

This section categorizes respondents by gender, age, occupation, and education level to analyze the demographic profile of the students who participated in the survey.

Part 2: Questionnaire on Factors Related to Awareness Channels Influencing Undergraduate Enrollment in the bachelor's degree program at the College of Logistics and Supply Chain.

This section collects and analyzes data on the awareness channels that affect the decision of special program students at the College of Logistics and Supply Chain to pursue a bachelor's degree. It focuses on specific media channels and their influence on student enrollment decisions.

The researcher sought cooperation from special program students to complete the questionnaire. The collected data were analyzed by calculating percentages, mean (\bar{X}), and standard deviation (SD) for each item, followed by interpreting the findings.

Data Analysis

Information obtained from collecting data from questionnaires. (Questionnaire) that from the sample will be processed and analyzed using ready-made computer programs. Data were analyzed according to the intended assumptions and statistics were used to analyze this research data as follows. (Vanichbuncha, 2018)

1. Information regarding personal factors and behavior in using social media Will be explained using frequency and percentage.

2. Information regarding media use behavior and motivation for using social media used to enumerate frequencies For each answer, find the mean (\bar{X}) and find the standard deviation (S.D.) of each aspect of the questionnaire. All aspects are included individually.

3. Results and Discussion

Study of the perception channels that affect admission to study at the bachelor's degree level of Part-time undergraduate students of the College of Logistics and Supply Chain involves the analysis and interpretation of data. The researcher has presented the results according to the research objectives, dividing the presentation into three sections as follows:

Part 1 Analysis of Demographic Characteristics of Students Responding to the Questionnaire by Gender, Age, Occupation, and Education Level

The findings from the questionnaire on awareness channels influencing enrollment in bachelor's degree programs for special program students of the College of Logistics and Supply Chain are as follows:

Gender: Male respondents numbered 70, accounting for 35%, while female respondents numbered 130, accounting for 65%. It can be concluded that female students participated in the survey at a higher rate than male students.

Age: Respondents aged 21–23 years totaled 37, representing 18.5%, while those aged above 23 years totaled 163, representing 81.5%. There were no respondents aged below 18 or between 18–20 years. Most respondents were female and aged above 23 years, followed by those aged 21–23 years.

Year of Study: Respondents in their 1st year of study numbered 180, accounting for 90%, while those in their 2nd year totaled 20, accounting for 10%. There were no respondents in their 3rd year of study. Most respondents were in their 1st year, followed by those in their 2nd year.

Monthly Income: Respondents with a monthly income of 10,001–15,000 THB totaled 93, accounting for 46.5%, while those earning more than 15,000 THB totaled 84, accounting for 42.0%. Respondents with a monthly income of less than 10,000 THB numbered 23, accounting for 11.5%. Most respondents had a monthly income of 10,001–15,000 THB, followed by those earning more than 15,000 THB. Respondents with a monthly income of less than 10,000 THB represented the smallest group.

In conclusion, the majority of the respondents to the questionnaire were female, primarily 1st-year students, aged above 23 years, with a monthly income of 10,001–15,000 THB.

Part 2: Evaluation of Perception Levels Influencing Enrollment in Bachelor's Degree Programs for Special Program Students of the College of Logistics and Supply Chain

Table 1 : Arithmetic Mean (\bar{X}), Standard Deviation (S.D.), and Percentage for the Interpretation of Perception Levels Influencing Enrollment in Bachelor's Degree Programs for Special Program Students of the College of Logistics and Supply Chain

Perception Influencing Enrollment	Mean	S.D.	Percentage	Level
Awareness of information about the College of Logistics and Supply Chain through the following channels:				
1. Print media	4.75	1.00	2.89	Moderate
2. Online media	8.25	1.04	3.07	High
3. Radio broadcasts	3.09	0.90	1.50	Moderate
4. Publicity billboards	3.50	1.07	3.20	Moderate
5. Television	6.50	1.12	3.47	High
6. Close acquaintances	6.75	1.08	2.88	High
Overall	16.75	5.31	15.51	Moderate

The table illustrates the analysis of data regarding the awareness channels influencing enrollment in bachelor's degree programs for special program students of the College of Logistics and Supply Chain. The perception level is categorized as moderate, with an overall mean score of 16.75. When analyzed by individual items, it was found that students were most aware of information about the College of Logistics and Supply Chain through online media, which had the highest mean score of 8.25.

In summary, the survey results indicate that most respondents were female, 1st-year students, aged above 23 years, with a monthly income of 10,001–15,000 THB. These factors significantly influenced their awareness and enrollment decisions.

The results of the study on the channels of perception that affect the admission to the bachelor's degree level of special program students of the College of Logistics and Supply Chain, which collected data from a sample of 200 people, found that in terms of gender, most of the service users were female, 130 people, or 65 percent, and male, 70 people, or 35 percent. The opinions of the satisfaction of the study management of special program students of the College of Logistics and Supply Chain, most of the respondents were female more than male. In terms of age, most of the service users were over 23 years old, 163 people, or 81.5 percent. In terms of academic year, most of the service users were in their first year, 180 people, or 90 percent. Most of the students who responded to the questionnaire had an income of 10,001 - 15,000 baht per month, 93 people, or 46.5 percent, which was similar to the students who responded to the questionnaire, most of whom had an income of more than 15,000 baht per month, 84 people, or 42.0 percent.

4. Conclusion

From the study of the perception channels that affect admission to study at the bachelor's degree level of Part-time undergraduate students of the College of Logistics and Supply Chain, it was found that online media has a significant influence on the perception of the lifestyle of current people. It is an effective communication channel in various forms, such as text, images, and videos. With the speed of communication and users via the Internet, the sample group received convenience in receiving the published news. Most of them use smartphones and tablets, making online media popular with people of all levels, especially the new generation who can use technology very well. This is consistent with Nattawat Phra Ngam (2019) who studied the influence of public relations media on the decision to continue their studies of students in vocational institutions in the North. It was found that the decision to continue their studies of students in vocational institutions in the North was positively influenced by public relations media with statistical significance at the .01 level. This is consistent with the study of Nongyao Khatiwong (2019) who studied the channels of public relations media perception that affect the undergraduate study of students at Rajamangala University of Technology Thanyaburi. The results of the study found that the channels of public relations media perception affect the further study. At the bachelor's degree level, the highest is online media, accounting for 84.17 percent. The factor selected through public relations media, this channel was found to be the most easily accessible media, accounting for 40.00 percent, followed by media that can provide information quickly and 24-hour information, accounting for 23.33 and 21.67 percent, respectively. Ekkalak Wiriyayutham (2019) studied the communication factors that influence the decision to study for a bachelor's degree under the Thai education crisis of private universities. The qualitative research results found that most key informants stated that the risk that had the most impact on the university was the change in population structure resulting in a lower birth rate. When assessing the risk, it was considered to have a low to high impact. In addition, the crisis was resolved by finding a new target group, applying online media, conducting marketing activities, promoting sales, and importantly, creating awareness of the university's brand value during the crisis. The quantitative research results found that the perception of integrated marketing communication in terms of event marketing, advertising, and brand value perception in terms of brand connection, the perception of integrated marketing communication in terms of sales promotion, public relations, and the perception of brand value in terms of brand awareness. It can predict the decision to study at the bachelor's degree level by 59.8 percent and is consistent with the study of Bundit Phrapratanporn et al. (2024) studied Online Purchase Decision on Consumer Goods in the Context of the Service Value of Third-Party Logistics Service Provider

The study of the perception channels that affect admission to study at the bachelor's degree level of Part-time undergraduate students of the College of Logistics and Supply, providing such educational services will support the service standards and develop the quality of education, creating confidence in society that graduates can be produced to respond to work in the workplace. The cooperation of the lecturers and staff of the special program to deliver services such as good learning management will impress students and make them rely on them for help. It is considered a good image for the university. And if the lecturers and staff of the special program have a service format that can meet the needs and create more satisfaction for students, it will help increase the number of students applying to study, which will become a strength of the university.

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