

# SATISFACTION OF CAMPUS PUBLIC RELATIONS

**Oraphan Juntakeaw & Asst. Prof. Dr. Kevin Wongleedee**

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: [thirphon.ch@ssru.ac.th](mailto:thirphon.ch@ssru.ac.th) and [kevin.wo@ssru.ac.th](mailto:kevin.wo@ssru.ac.th)*

## ABSTRACT

The significant of campus public relations in many Universities of Thailand is often undermined by many management levels which then receives a minimum budget. Critical success of campus public relations are the elements that are necessary for an organization of higher education to achieve its positive image. These factors must be understood to create both marketing and required public relation activities for ensuring desirable image. To boost Suan Sunandha Rajabhat University as the number one Rajabhat University of Thailand awareness, it is important to have an effective public relations campaigns and activities. The level of satisfaction of campus public relations is one of the best measurements to assess the effectiveness of the campus public relations. The aims of this study were to survey the satisfaction level of campus public relations, public relation events, and public relation strategies as well as to survey factors and success of campus public relations in various organizations from the perspectives of supervisors, directors and the perspectives of students. This research study was done by using mainly with qualitative research method. A total of 15 supervisors and directors of various offices, and departments were interviewed by using an in-depth interview. In addition, a total of 15 students were also interviewed by the same set of in-depth interview questions to gain insight information. The findings can be reported that it was important to understand the three steps of determining key success of campus public relations factors. First is to pull together the resources. Second is to share ideas and strategy. Third is to conclude the key elements of PR activities and information. From the perspectives of supervisors and directors, it found that they had a high level of satisfaction on campus public relations, even though they knew that there were limited resources and budget for PR team. From the perspectives of students, it found that they had a medium level of satisfaction on campus public relations due to the facts that PR team focus too much on management level, not student level.

**Keywords:** Public Relation, Campus PR, Satisfaction, Image

## Introduction

To succeed as a campus public relation in today's frenetic business environment, it is important to be able to capture and stakeholders' attention. Whether it is about speaking informally with the team in campus of Suan Sunandha Rajabhat University, presenting to a group of students, staff, and faculty members, writing an email or report, or leading in meeting, and to provide positive news about the university, the ideas are constantly competing for the listeners' and readers' focus. Creating positive image of higher education organization requires careful planning, strategic management, and preparation whether for writing, speaking, presentation, and meeting. In many public relation of university's organizations, it is important to provide an effective modern public relation and marketing regularly. Better communication in public relation will benefit both employees, customers, and organization in the long run. In the modern globalization it is widely accepted that public relation is the key of success. Therefore, it would be more benefit if most of employees of university doing the public relation to produce good image. Hence, the demanding for the employees of universities in Thailand to enhance their basic communication and public relation is proper. The PR from employees must be specially tailored or specially designed to increase and enhance with new and effective training methods for many different levels of staff and managers to ensure that they can conduct necessary functions that is with high confidence.

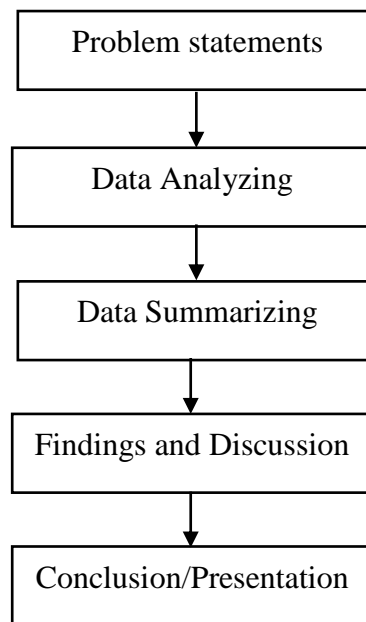
In fact, the vital of campus public relations in many Universities of Thailand is often undermined by many management levels which often allocated to gain a minimum budget.

Important success of campus public relations are the elements that are vital for an organization of higher education to achieve its purposes of positive image. These factors must be implemented to create both marketing campaign and ensure public relation activities for achieving desirable image. To boost up the image of Suan Sunandha Rajabhat University as the number one Rajabhat University of Thailand, it is necessary to have an effective public relations campaigns and many different PR activities. The level of satisfaction of campus public relations is important as one of the best measurements the main factors of the effectiveness of Suan Sunandha Rajabath public relations.

### **Research Methodology**

In fact, it is vital to design the suitable research methodology, data collection, and data analysis. The objectives of this study were to examine and to survey the satisfaction level of campus public relations, public relation events, and public relation strategies as well as to understand factors and success of campus public relations in various organizations from the perspectives of supervisors, directors and the perspectives of students. This research study was conducted by utilizing mainly with qualitative research method. A total of 15 supervisors and directors of various offices, and departments were interviewed by using an in-depth interview. In addition, a total of 15 students in the campus were also randomly chosen to be interviewed by the same set of in-depth interview questions in order to obtain their comments, in-depth opinion, and insight information.

Fig. 1 the Process of Research



### **Findings**

One of the important feedbacks from the participants of the study can be reported that it is necessary to evaluate the level of satisfaction in details and ask for real feedback from students and staff. When evaluated many PR in detail, it found that many students are highly satisfied with university's image. In fact, the more activities of public relations on the news, the higher confidence they have gain and the higher level of satisfaction about the university's image.

From the perspectives of supervisors and directors, it found that they had a high level of satisfaction on campus public relations, even though they knew that there were limited resources and budget for PR team. The budget constraints are known to reduce the effectiveness of the public relation but it is not the case of Suan Sunandha Rajabhat University due to the strong teamwork and efficient allocation of resources. From the perspectives of students, it found that they had a medium level to high level of satisfaction on campus public relations due to the facts that PR team focus too much on management level, not student level. Students often follow the news on social media such as Facebook and Lines more than any other things. Therefore, there is a need to ensure the access of social media to make public relations effectively visible to students.

### **Suggestions**

The important suggestions came from the findings from qualitative method can be reported that it was necessary and important to understand the three steps of determining key success of campus public relations factors. First is to pull together the resources. Teamwork is a must for the success. Each faculty and each agent must work together to provide information for using as public relations and news. Second is to share ideas and strategy. The knowledge and skills as well as resources must be shared and distribute to maximum its impacts for the university's image. Third is to conclude the key elements of PR activities and information. It is important to find the best way to achieve the high impacts with low costs.

### **Acknowledgement**

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

### **References**

- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.
- Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.

- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.2.122
- Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". *The Best on Quality*. 7: 165.
- Knutson, B. (1988). *Frequent Travellers: Making them Happy and Bringing them Back*. *The Cornell Hotel and Restaurant Administration Quarterly*. 29(1): pp. 83-87.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.
- Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.
- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.