

FACTORS AFFECTING STUDENT'S DECISION MAKING PROCESS TO STUDY IN THEATRE ARTS PROGRAM AT SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

The article aims to study the factors that affect SSRU (Suan Sunandha Rajabhat University) student's decision making process to study Theatre Arts Program. The population of this research was year 1 students who study in Theatre Arts Program at Faculty of Fine and Applied Arts in 1/2562 Semester 2019. The research used a questionnaire collecting data, analyzing data by determining the frequency percentage and average values including focus group interview. A total of 70 questionnaires were used in this study. The demographic information show that most of students are in Bangkok and perimeter. Most students are female, aged between 18-20 years old. The research found that Suan Sunandha Rajabhat University reputation ranking of Rajabhat University No.1 is the main point for public relations. It also affects for student's decision making to study in Theatre Arts Program at SSRU. Moreover there are top five factors affected student's decision making to study in Theatre Arts Program are as follows: the factor of products and services, price, place, promotion and distribution. These factor are related to Personal intention, Career expectation, Image of the program, The University's location and the system of teaching and learning.

Keywords: Theatre Arts Program, Factor of decision making, Suan Sunandha Rajabhat University

INTRODUCTION

Education is an essential tool for developing knowledge and efficiency in order to enable learners to have careers. To study in the field that each learner is interested in and is appropriate to each learner will affect the development of the economy, society, politics and culture of the country. Therefore, the decision to continue the study in the university level in the field that each learner wants is an important factor for the development of the quality of the graduate with academic and vocational knowledge, as well as efficiency, which are desirable for the employment or the creative industries. The number of students of Theatre Arts Program, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University (SSRU), has been increasing for averagely 10 percent each year of the number of students in normal program from 2015 to 2019. It is apparent that the program and the faculty have set the plan of the target for receiving enrolled students, strategies for promoting the program and a diversity of activities and projects that meet the needs of students and the ones using the graduates. In addition, there is also preparation in terms of management, human resources and resources used for education management, places and physical environs. The aforementioned factors play important roles in motivating students to study in this program. I, the researcher, deem that the study on the factors affecting students' decision making processes to study in Theatre Arts Program at SSRU, will be beneficial. Because of information attained from the study can be applied to the refinement of the strategy of education management to meet the needs of students and to benefit lecturers of the university who will know the factors and rationales for the students to decide to study. The research

finding can be applied to the planning to improve and develop curricula to have effectiveness in generating graduates with quality for the society, who will bring prosperity and advancement to the nation in the future.

RESEARCH OBJECTIVE

1. To study on factors affecting students' decision making processes to study in Theatre Arts Program, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

RESEARCH SCOPE

This research work emphasizes on the study on the factors affecting students' decision making processes to study in Theatre Arts Program at SSRU, and the study on behaviors and attitudes towards the curriculum. The study is conducted on the populations who are 70 year 1 students of Theatre Arts Program in 1/2562 Semester from 1st August 2019 to 31st October 2019.

METHODOLOGY

This research project is a survey research to study on factors affecting students' decision making processes to study in Theatre Arts Program at SSRU. The researcher have used a questionnaire for collecting data from the samples of year 1 students of Theatre Arts Program in 1/2562 Semester. The total number of students is 70, from 1st August 2019 to 31st October 2019. The tool designed to be used in this research project is a Questionnaire of Factors Affecting Students' Decision Making Process to Continue Studying. There has also been the documentary research from documents, books, research articles and thesis reports that are related to factors affecting the success in operations. Questionnaires are gathered and checked for completeness. Data are analyzed for statistical values to be used in following steps.

As for the data collection in this study, the researcher collect data from the 2 questionnaires, the method of which is as follows.

- 1) The researcher, ask for collaboration in filling out the questionnaire.
- 2) The questionnaires are collected and checked for completeness. Data are analyzed for statistical values to be used in following steps.

As for the analysis of statistical data, the satisfaction level of students is measured with Likert's Scale with 5 rating scales, namely, Most Satisfied, Very Satisfied, Satisfied, Slightly Satisfied, and Unsatisfied. The data are analyzed with an instant statistical program called SPSS (Statistical Pack for Social Science) for means and standard deviations (S.D.).

RESEARCH FINDINGS

The findings from the research on 'Factors Affecting Student's Decision Making Process to Study in Theatre Arts Program at Suan Sunandha Rajabhat University' are synthesized from 70 complete questionnaires with the objective to study on factors affecting students' decision making processes to study in Theatre Arts Program, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. The findings from this research can be concluded as follows.

- 1) Concerning the factor of products and services related to curricula and equipment in the university that affects the decision to continue studying, it is discovered that the item with the highest mean is the 'Curricula taught have quality and benefit the career life in the future' Item (the mean of which is 4.57), followed by the 'There is the development of

teaching and learning to be effective' Item (with the mean of 4.00). Meanwhile, the 'Curricula are well known and widely accepted' Item, the 'Graduates from the Curricula are needed in labor markets' Item and the 'Promptness of modern learning equipment and teaching materials' Item have equivalent means (means of 3.71). The item with the lowest mean is the 'Promptness of modern learning equipment and teaching materials' Item.

2) Concerning the factor of price that affects the decision to continue studying, it is discovered that the item with the highest mean is the 'Enrollment fee or registration fee is lower than that of other universities' Item (the mean of which is 4.11), followed by the 'There are scholarships or funds for education loans' Item (with the mean of 4.00) and the 'Parents can disburse the tuition fee' Item (with the mean of 3.34), respectively. The item with the lowest mean is the 'Tuition fee can be paid in tranches' Item (with the mean of 3.22).

3) As for the factor of place and physical environs that affect the decision to continue studying, it is discovered that the respondents focus on the 'Landscape in the university is beautiful' Item, with the highest mean (4.27), followed by the 'Environs in the university are safe' Item and the 'There are buildings that are comfortable, sufficient and agreeable to the environs (with the mean of 3.67). The item with the lowest mean is the 'The University is spacious, Item (with the mean of 3.45).

4) As for the factor of promotion that affects the decision to continue studying, the emphasis is put on the 'Public relations activities through media' Item and the 'There are students of higher years or acquaintances giving information of the university' Item which have high means (the means of which are 4.22), followed by the 'There is the unit of the university visiting the school to give guidance' Item and the 'Quota system for the continuous study' Item (with the means of 4.00) and the 'University cares about students' well-being' Item (with the mean of 2.61).

5) Concerning the factor of distribution, it is discovered that the emphasis is put on the 'University is located in a developed or an urban area' Item, which has the highest mean, (with the mean of 3.67), followed by the 'The location of the university is conveniently accessible' Item (with the mean of 3.34). The item with the lowest mean is the 'University is close to the residence' Item (with the mean of 2.82).

In the overview, the respondents weigh importance on the factor of products and services in the aspects of curricula, and material and equipment in the university in the high level (with the mean of 3.99). All the items have the means in the high level, especially the first 3 items, which are the factor of place and physical environs (with the mean of 3.76), the factor of promotion (with the mean of 3.71) and the factor of price (with the mean of 3.66). It is apparent that the main factors that affect students' decision to continue studying in the university is the curricula that meet the need of the learners' needs, have quality and are beneficial to career life in the future. Concerning the personnel and students of the university, the factor that most affects the students' decisions to study is the 'Lecturers have specific expertise' Item (with the mean of 4.11), and the 'Personalities and behaviors of lecturers and personnel are proper' Item, the 'Personnel of university are in sufficient number' Item, and the 'There are sufficient service personnel' Item.

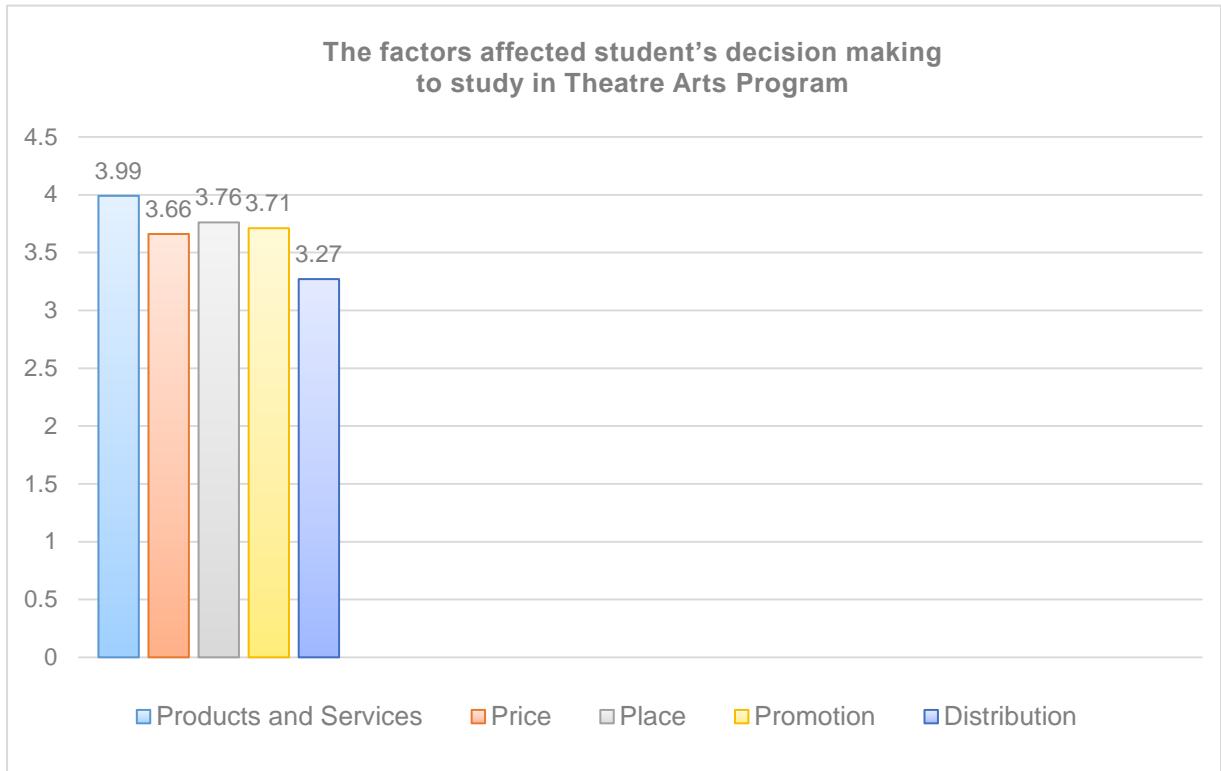


Table 1: The factors affected student's decision making to study in Theatre Arts Program at Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

DISCUSSION

From the study on the factors affecting students' decisions to study in Theatre Arts Program, Faculty of Arts, Suan Sunandha Rajabhat University, the findings from the study can be discussed as follows.

The factor of products and services which are curricula and equipment in the university affects the students' decision to continue the study. It is discovered that students emphasize on the quality and benefits to career life in the future of the curricula. Therefore, to develop a curriculum to have quality and to meet the needs for career life in the future is an important matter that needs consistent update. Each curriculum should be adjusted and improved in order to emphasize on the internship with more entrepreneurs in creative industry, or there should be collaborations with creative entrepreneurs or cultural entrepreneurs that are related to performance arts in order to build a profession network for the graduates in the future.

As for the factor of price, it is discovered that in the opinions of students who are also customers, pricing of educational service has great effects on students' decision to buy services. Students emphasize on the enrollment fees that are cheaper than that of other universities and the provision of scholarship or funds for educational loans.

As for the factor of place and physical environs that affects the students' decision to study, even though the landscape in the university is beautiful. For consumers, to assess the quality of service is more difficult than to assess the product quality because services are intangible and their quality is unknown. However, as for educational service, students or

customers can assess the physical features that can be seen such as places, equipment and facilities.

SUGGESTIONS

1) The research findings can be used for planning to refine the curricula to be up-to-date and beneficial to the career life in the future and to meet the needs of labor markets, and to effectively make public relations plan and give educational guidance concerning the curricula of Theatre Arts Program, which is a niche guru branch of the university.

2) This research work is a study on factors affecting the decision to study in Theatre Arts Program of Year 1 students of Suan Sunandha Rajabhat University only. Thus, other researchers interested in similar topics may study on factors affecting the decision to study of students of other programs or other related factors such as factors for the development of the graduates or the desirable graduates in order to suggest ways to develop and improve the current curricula and to promote the program and the university in the future.

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