

SATISFACTION OF STUDENTS ON PUBLIC RELATION AND AUDIO VISUAL EQUIPMENT SERVICES, SUAN SUNANDHA RAJABHAT UNIVERSITY.

Pavitra Athakitkarnka & Assoc.Prof.Dr.Luedech Girdwichai
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: *pavitra.at@ssru.ac.th, luedech.gi@ssru.ac.th*

ABSTRACT

This study sought to examine satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services, Suan Sunandha Rajabhat University. This study examined four dimensions: building department, personnel department, Public Relation and Audio Visual Equipment services, and customer service. Sampling was determined by Krejcie & Morgan method. We surveyed 66 people. The study used a five-point scale questionnaire with 20 questions as a data collection instrument. The data was analyzed using averages, standard deviations, and T-test. The findings were satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services was at the high level. The average values were listed in descending order: personnel department, building department and customer service. (1) building department: satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services was at the high level. The highest average was cleanliness. (2) personnel department: satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services was at the high level. The highest average was friendliness. (3) Public Relation and Audio Visual Equipment services: satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services was at the high level. The highest average was consistency in public relation. (4) customer service: satisfaction of students impacted using services of Public Relation and Audio Visual Equipment services was at the high level. The highest average was systematically working.

Keywords: satisfaction, customer service, Public Relation and Audio Visual Equipment services

INTRODUCTION

Communication Technology has powered or enabled the livelihood, business doing, and global economies to change through Smartphones. Communication Technology enables access, connections and sharing in turn enable knowledge creation and economic opportunity. Information Technology was adopted by the university to effectively communicate with the public.

Suan Sunandha Rajabhat University is a Bachelor's, Master's, Ph.D. granting educational institution in Thailand. Public Relation depends on information technology to give an understanding of the interests and concerns of the public. To investigate satisfaction of students on public relation and audio visual equipment services, Suan Sunandha Rajabhat University, this study examined four dimensions: building department, personnel department, Public Relation and Audio Visual Equipment services, and customer service.

RESEARCH OBJECTIVES

1. To study satisfaction of students on public relation and audio visual equipment services, Suan Sunandha Rajabhat University
2. To compare satisfaction of students on public relation and audio visual equipment services, Suan Sunandha Rajabhat University

Hypotheses

- Satisfaction of students on Public Relation and Audio Visual Equipment services is the same.
- Satisfaction of students on Public Relation and Audio Visual Equipment services is different.

Significance of the Study

1. To understand the role played by public relation and audio visual equipment services
2. To understand perceptions of the understanding of the role of public relation and audio visual equipment services, Suan Sunandha Rajabhat University and work closely with them on improving services

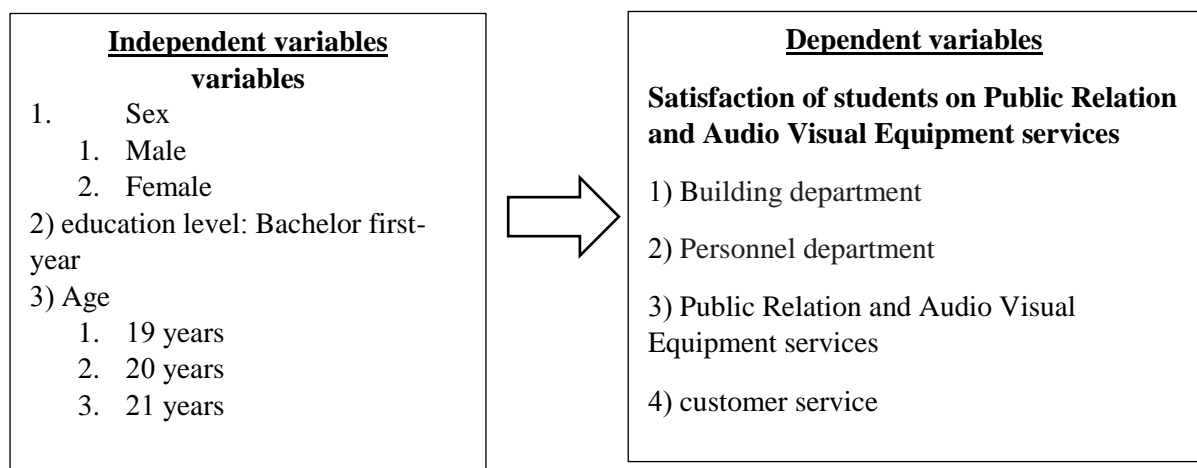
Research Questions

1. Which is the level of satisfaction of male and female students on Public Relation and Audio Visual Equipment services?
2. Is satisfaction of male and female students on Public Relation and Audio Visual Equipment services different between sexes and education levels?

Conceptual framework

This study examined four dimensions: (1) building department (2) personnel department (3) Public Relation and Audio Visual Equipment services, and (4) customer service.

Conceptual framework was synthesized from the above mentioned to study satisfaction of students on Public Relation and Audio Visual Equipment services.



Scope of Research

- Scope of Research
The study aims to understand and compare satisfaction of students on Public Relation and Audio Visual Equipment services, Suan Sunandha Rajabhat University

- Scope of population
 - Population is 80 first-year undergrads, Suan Sunandha Rajabhat University
 - Samples were 66 first-year students. Stratified Random Sampling is the sampling method used.
 - Variables
 - Sex
 1. Male
 2. Female
 - Education level of first-year undergrads, Suan Sunandha Rajabhat University
 - Age of first-year undergrads, Suan Sunandha Rajabhat University
 1. 19 years
 2. 20 years
 3. 21 years
 - Dependent variables
 - Satisfaction of students on Public Relation and Audio Visual Equipment services
 1. building department
 2. personnel department
 3. Public Relation and Audio Visual Equipment services
 4. customer service.

RESEARCH METHODOLOGY

- 66 samples were selected using Krejcie & Morgan method from population of 80 students.
- The research project involved data collection using a survey instrument. To gather information about satisfaction of students on Public Relation and Audio Visual Equipment services, questions were divided into two parts as follows.
 - Part 1 was survey about sex and age check list.
 - Part 2 was survey about satisfaction of students on Public Relation and Audio Visual Equipment services. This study examined four dimensions: (1) building department (2) personnel department (3) Public Relation and Audio Visual Equipment services, and (4) customer service.

RESEARCH RESULTS

Table 1

Satisfaction of students on Public Relation and Audio Visual Equipment services	N = 66		ระดับ	อันดับ
	ave	SD		
building department	4.31	.530	มาก	2
personnel department	4.48	.497	มาก	1
Public Relation and Audio Visual Equipment services	4.00	.750	มาก	4
customer service	4.22	.714	มาก	3
รวม	4.25	.532	มาก	

The results of interviews conducted with undergrads showed satisfaction of students on Public Relation and Audio Visual Equipment services. The average values were listed in descending order: personnel department, building department, customer service, and Public Relation and Audio Visual Equipment services.

Table 2

Satisfaction of students on Public Relation and Audio Visual Equipment services	male		female		f	sig
	N = 66		N = 66			
	ave	SD	ave	SD		
building department	4.31	.607	4.32	.419	.010	.921
personnel department	4.44	.518	4.52	.473	.486	.488
Public Relation and Audio Visual Equipment services	3.97	3.97	4.04	4.04	.133	.716
customer service	4.29	4.29	4.13	4.13	.823	.368

Table 2 showed satisfaction of students on Public Relation and Audio Visual Equipment services.

Discussion

The major findings of the study were that: The average values were listed in descending order: personnel department, building department, and customer service.

1. Personnel department: The highest average was cleanliness.
2. Building department: The highest average was friendliness.
3. Public Relation and Audio Visual Equipment services: The highest average was consistency.
4. Customer service: The highest average was being systematic.

RESEARCH SUGGESSTION

1. Building department should clearly show information spot.
2. Personnel department should be friendly and ready to service.
3. Public Relation and Audio Visual Equipment services should be consistent.
4. Customer service should be convenient, fast and timely.

REFERENCES

- [1] The Customer's Expectation and Satisfaction Towards Food DeliveryService by Online Channel in Bangkok. สืบค้นเมื่อ เมื่อ December 1st, 2019 จาก file:///C:/Users/HP/Desktop/Research/ad99fd526c9ca34797bcd6e190b1061ecf76ee20.pdf
- [2] Krejcie, R.V., & Morgan, D.W., (1970). Determining Sample Size for Research Activities. Educational and Psychological Measurement.