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A Study on the Effectiveness of Internal Organizational Public Relations Media on Employees' Perception and Satisfaction

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Abstract.

This Research A Study on the Effectiveness of Internal Public Relations Media on Employees' Awareness and Satisfaction, Considering the Achievement of the Language Institute's Objectives Regarding IT Public Relations Indicators as Specified in the Annual Operational Plan for the Fiscal Year 2025 The population in this study consisted of 30 academic support staff members of Suan Sunandha Rajabhat University. Data collection was conducted through quantitative analysis using Microsoft Excel and qualitative analysis through content analysis. The research findings revealed that The study found that 1) The academic support staff were able to perceive the information disseminated by the Language Institute through IT-based public relations media. 2) The internal public relations media contributed to the successful achievement of the IT communication indicators.

Keywords: Public Relations Media, Perception, Satisfaction

1. Introduction

Internal communication plays a crucial role in fostering awareness, understanding, and participation among personnel regarding organizational operations and policies. In the digital era, where information technology has become highly influential, the use of IT-based communication channels—such as websites, LINE groups, internal Facebook pages, emails, and university information systems—has become essential for ensuring fast, accurate, and accessible communication across all organizational levels.

At Suan Sunandha Rajabhat University, particularly within the Language Institute, the **Fiscal Year 2025 Operational Plan** identifies **IT-related communication and public relations** as a key performance indicator. The objective is to ensure that staff members receive complete and timely information, perform their duties efficiently, and contribute to strengthening the institute's image and credibility.

However, despite the institute's use of various internal communication channels, there has not yet been a systematic study to evaluate their effectiveness—specifically, whether employees

fully understand the information communicated, and how satisfied they are with the current internal media. Such information is vital for improving and developing internal communication systems that meet the needs of personnel.

Therefore, this study on the **effectiveness of internal public relations media** is significant, as it provides insights into the appropriateness of communication channels and formats. The findings can serve as a foundation for enhancing communication strategies to achieve the Language Institute's IT objectives and foster sustainable employee satisfaction.

1.2 Research Objective

1.To study the forms and types of internal public relations media used for communication with employees.

2.To analyze the level of employees' awareness of internal public relations media.

3.To assess the level of employee satisfaction with internal public relations media.

4.To examine the relationship between the effectiveness of internal public relations media and employees' awareness and satisfaction.

5.To propose guidelines for improving internal public relations media to enhance efficiency and better meet employees' needs

2. Literature review

2.1 Concepts and Theories of Internal Public Relations

Internal public relations play a vital role in personnel management, as it is a communication process that fosters understanding, collaboration, and employee engagement with the organization. Generally, its objectives include informing, motivating, and engaging employees.

The study of internal public relations theories, such as Grunig and Hunt's Four Models of Public Relations, helps explain both one-way and two-way communication approaches, which can be applied to assess the effectiveness of internal communication media within organizations.

2.2 IT-Based Communication Media and Information Technology

In the modern era, IT-based communication plays a crucial role in internal communication, particularly in educational institutions. Common tools include websites, email, LINE groups, internal Facebook pages, and centralized intranet systems, which enable fast, accurate, and easily accessible communication.

Advantages of using IT media include the removal of time and location constraints, data recordability, and the ability to reach a large audience simultaneously. However, limitations remain, such as unequal technological proficiency among personnel and data security concerns.

2.3 Concept of Public Relations Media Effectiveness

The effectiveness of public relations media is typically evaluated based on several key criteria: accuracy, timeliness, clarity, coverage, and appropriateness of communication channels.

Previous research has indicated a direct relationship between the effectiveness of communication media and employees' awareness and satisfaction. When media effectively meet employees' communication needs, organizations are more likely to achieve their communication goals.

2.4 Employee Awareness

Awareness refers to the process by which employees receive and interpret information from internal communication media.

Relevant theories include the Shannon and Weaver Communication Model, which identifies key components—sender, message, channel, receiver, and noise—and the Selective Attention Theory, which explains how individuals focus only on information relevant to themselves.

Factors influencing employee awareness include communication frequency, information timeliness, and media credibility.

2.5 Employee Satisfaction

Employee satisfaction with internal public relations refers to the degree to which employees feel content with the quality and effectiveness of internal communication.

Key factors include accessibility, up-to-dateness, clarity, reliability, and opportunity for participation.

Human resource management studies often reveal that satisfaction with internal communication correlates positively with employee motivation and work performance.

3. Methodology

This study details the research design, including the sample group, research methods, location, study period, and data analysis.

3.1 Research Design

This study employed a **survey-based research design** to investigate the challenges of office work in the modern era. The research involved collecting both quantitative and qualitative data to provide a comprehensive understanding of the issues under study.

3.2 Population and Sample

The population for this study consisted of **academic support staff at Suan Sunandha Rajabhat University**. The sample included **30 academic support staff members**, selected to participate in tests and provide responses to the research instruments. The sampling aimed to

ensure that the participants represented the perspectives and experiences of staff involved in office administration and support tasks.

3.3 Research Instruments and Data Collection

Data were collected using structured **questionnaires and tests** designed to measure participants' experiences, perceptions, and attitudes toward modern office practices and technologies.

- **Quantitative data** were collected through Likert-scale questions and analyzed using Microsoft Excel.
- **Qualitative data** were collected through open-ended questions and analyzed using **content analysis** to identify recurring themes and patterns.

3.4 Research Location

The research was conducted at **Suan Sunandha Rajabhat University**, which provided access to the academic support staff who participated in the study.

3.5 Study Period

The study was carried out during the **fiscal year 2568 (April 2025 – August 2025)**, allowing sufficient time for data collection, analysis, and reporting.

3.6 Data Analysis

The quantitative data collected from questionnaires were analyzed using **Microsoft Excel** to calculate:

- **Percentages (%)** of respondents in each category,
- **Mean scores** to assess levels of agreement or perception, and
- **Standard deviations (S.D.)** to determine variability among responses.

Qualitative data were analyzed using **content analysis**, which involved categorizing responses, identifying common themes, and interpreting findings to provide insights into the research questions.

4. Results

This chapter presents the findings of the study on the effectiveness of internal organizational communication media on employees' awareness and satisfaction, focusing on the perspective of academic support staff. The research objectives were to study the forms and types of internal organizational communication media used to communicate with employees, analyze employees' awareness of these media, evaluate employees' satisfaction, examine the relationship between media effectiveness and employees' awareness and satisfaction, and propose recommendations for improving internal communication media to better meet employees' needs. The results are reported in two sections: quantitative analysis and qualitative analysis.

4.1 Quantitative Results

4.1.1 Demographic Data

The study surveyed 30 academic support staff members. Among the respondents, 20 were female, accounting for 66.7% of the sample, while 10 were male, representing 33.3%. These results indicate that the majority of participants were female.

4.1.2 Employees' Awareness of Communication Media

Employees' awareness of internal organizational communication media was assessed in terms of three key dimensions: accuracy of information, accessibility of communication channels, and clarity and understandability of media formats. The findings revealed that employees had a high level of awareness across all dimensions. Specifically, the clarity and understandability of media formats received the highest score, indicating that employees found the media easy to comprehend. The accuracy of information and accessibility of communication channels were also rated highly, suggesting that staff generally received correct and timely information through convenient channels. Overall, the employees demonstrated a high level of awareness of the internal communication media, supporting the effectiveness of these tools in delivering organizational information.

5. Conclusion

The study examined the effectiveness of internal organizational communication media on employees' awareness and satisfaction, focusing on 30 academic support staff (66.7% female, 33.3% male). Data were collected via questionnaires and interviews and analyzed using mean scores, percentages, and standard deviations.

Demographics: The majority of respondents were female (66.7%).

IT-Based Communication Behavior: Employees regularly accessed internal communication media at least once a week, primarily via LINE groups (93.3%), official emails (80%), the organizational website (66.7%), and Facebook (46.7%).

Limitations: The study's sample was small and lacked role diversity. Data collection occurred in the evening when participants were preparing for work duties, which may have affected responses and delayed analysis.

Recommendations: Future research should include larger and more diverse samples across multiple departments to provide a more comprehensive understanding of employees' awareness and satisfaction with internal communication media.

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