

Abstract

Research Title : The Study of Suan Sunandha Rajabhat University's Image among
M.6 student in Bangkok
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The objective of this study is to investigate the Suan Sunandha Rajabhat University's image among M.6 student in Bangkok, the media exposure of M.6 student in Bangkok to Suan Sunandha Rajabhat University and the correlation between the university image and the media exposure of M.6 student to the university. This study was conducted in the quantitative research and the questionnaires were used to collect data from 360 people of sample group.

The result showed that the Suan Sunandha Rajabhat University's image among M.6 student in Bangkok is in the "rather true" level of questionnaire scale in all aspects measured. The aspect that gains the utmost average in each image: 1) Image of the university in terms of that the university is considered as royal-oriented and conservative; 2) Image of managing the instructional supplies, buildings and venue in terms of promoting Thai art and tradition; 3) Image of curriculum, instruction, and student in terms of that students and graduates are able professionally perform ; 4) Image of the executive in terms of knowledge and ability; 5) Image of the economic, social and environmental responsibility in terms of that the university focuses on promoting education and knowledge among teenagers ; 6) Image of instructors and employees in terms of the well-known instructors. The samples exposed to the media about Suan Sunandha Rajabhat University in middle level. The most media that people exposed were the internet. The detail of research result is as follows:

(1) M.6 student in Bangkok with different type of educational institute and district differently expose to the Suan Sunandha Rajabhat University media at the significant level 0.05; there is no significant difference in gender and GPA.

(2) M.6 student in Bangkok with different type of educational institute and district have the different view to the Suan Sunandha Rajabhat University's image at the significant level 0.05; there is no significant difference in gender and GPA.

(3) The media exposure has positive correlation in the middle level with the Suan Sunandha Rajabhat University image at the statistically significant level 0.01 ($r = 0.593$; $p < 0.01$)

According to the study, there are interesting recommendations as follows: The media exposure about Suan Sunandha Rajabhat University is in the middle level; therefore, there should be more continuous and regular public relations in various media. The interesting media are personal media, television, internet and website of Suan Sunandha Rajabhat University. The Suan Sunandha Rajabhat University's image is in the "rather true" level and average in all aspects measured; therefore, there should be continuous public relations and the promotion one aspect to build the remarkable image, for example, the aspect of being royal-oriented and conservative university and the venue promoting Thai art and tradition.