

The Image of Suan Sunandha Rajabhat University in Accordance with Graduates' Perceptions on the Graduation Ceremony Day

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Abstract : The purpose of this research is to study the satisfaction level of graduates and factors that affect the image of Suan Sunandha Rajabhat University based on the perceptions of graduates on the graduation ceremony day. By studying the satisfaction of graduates, the image of Suan Sunandha Rajabhat University according to the graduates' perceptions and the loyalty to the university (in the aspects of intention to continue studying at a higher level, intention to recommend the university to a friend), the sample group used in this study was 1,000 graduates of Suan Sunandha Rajabhat University who participated on the 2019 graduation ceremony day. A questionnaire was utilized as a tool for data collection. By the use of computing software, the statistics used for data analysis were frequencies, percentage, mean, and standard deviation, One-Way ANOVA, and multiple regression analysis. Most of the respondents were graduates with a bachelor's degree, followed by graduates with a master's degree and PhD graduates, respectively. Major participants graduated from the Faculty of Management Sciences, followed by the Faculty of Humanities and Social Sciences and Faculty of Education, respectively. The graduates were satisfied on the ceremony day as a whole and rated each aspect at a satisfactory level. Formality, steps, and procedures were the aspects that graduates were most satisfied with, followed by graduation ceremony personnel and staff, venue, and facilities. On the perception of the graduates, the image of Suan Sunandha Rajabhat University was at a good level, while loyalty to the university was at a very high level. The intention of recommendation to others was at the highest level, followed by the intention to pursue further education at a very high level. The graduates graduating from different faculties have different levels of satisfaction on the graduation day with statistical significance at the level of 0.05. The image of Suan Sunandha Rajabhat University affected the satisfaction of graduates with statistical significance at the level of 0.01. The satisfactory level of graduates on the graduation ceremony day influenced the level of loyalty to the university with statistical significance at the level of 0.05.

Keywords : university image, loyalty to the university, intention to study higher education, intention to recommend the university to others, graduates' satisfaction

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