

Graduates Perceptions Towards the Image of Suan Sunandha Rajabhat University on the Graduation Rehearsal Day

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Abstract : This research aims to examine the graduates' overall satisfaction and influential factors that affect the image of Suan Sunandha Rajabhat University, according to the graduates' viewpoints on the graduation rehearsal day. In accordance with the graduates' perceptions, the study is related to the levels of graduates' satisfaction, their perceived quality, perceived value, and the image of Suan Sunandha Rajabhat University. The sample group in this study involved 1,129 graduates of Suan Sunandha Rajabhat University who attended on 2019 graduation rehearsal day. A questionnaire was used as an instrument in order to collect data. By the use of computing software, the statistics used for data analysis were various, ranging from frequencies, percentage, mean, and standard deviation, One-Way ANOVA, and Multiple Regression Analysis. The majority of participants were graduates with a bachelor's degree, followed by masters graduates and PhD graduates, respectively. Among the participants, most of them graduated from the Faculty of Management Sciences, followed by the Faculty of Humanities and Social Sciences and Faculty of Education, respectively. Overall, the graduates were satisfied with the graduation rehearsal day, and each aspect was rated at a satisfactory level. Formality, steps, and procedures were the aspects that graduates were most satisfied with, followed by graduation rehearsal personnel and staff, venue, and facilities. Referring to graduates' perceptions, the perceived quality was rated at a very good level, the perceived value was at a good level, whereas the image of Suan Sunandha Rajabhat University was perceived at a good level, respectively. There were differences in satisfaction levels among graduates with a bachelor's degree, graduates with a master's degree and a doctoral degree with statistical significance at the level of 0.05. There was a statistical significance at the level of 0.05 in perceived quality and perceived value affecting the image of Suan Sunandha Rajabhat University. The image of Suan Sunandha Rajabhat University influenced graduates' satisfaction level with statistical significance at the level of 0.01.

Keywords : university image, perceived quality, perceived value, intention to study higher education, intention to recommend the university to others

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