

## A Study of Student Satisfaction of the University TV Station

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**Abstract :** This research aimed to study the satisfaction of university students on the Suan Sunandha Rajabhat University television station. The sample were 250 undergraduate students from Year 1 to Year 4. The tool used to collect data was a questionnaire. Statistics used in data analysis were percentage, mean and standard deviation. The results showed that student satisfaction on the University's television station location received high score, followed by the number of devices, and the content presented received the lowest score. Most students want the content of the programs to be improved especially entertainment content, followed by sports content.

**Keywords :** student satisfaction, university TV channel, media, broadcasting

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