

The Study of Suan Sunandha Rajabhat University's Image among People in Bangkok

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Abstract : The objective of this study is to investigate the Suan Sunandha Rajabhat University (SSRU) image among people in Bangkok. This study was conducted in the quantitative research and the questionnaires were used to collect data from 360 people of a sample group. Descriptive and inferential statistics were used in data analysis. The result showed that the SSRU's image among people in Bangkok is in the "rather true" level of questionnaire scale in all aspects measured. The aspect that gains the utmost average is that the university is considered as royal-oriented and conservative; 2) the instructional supplies, buildings and venue promoting Thai art and tradition; 3) the moral and honest university administration; 4) the curriculum and the skillful students as well as graduates. Additional, people in Bangkok with different profession have the different view to the SSRU's image at the significant level 0.05; there is no significant difference in gender, age and income.

Keywords : Bangkok, demographics, image, Suan Sunandha Rajabhat University

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