

The Audience's Satisfaction through Radio Channel Broadcasting of Suan Sunandha Rajabhat University

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Abstract : This research study aimed to survey the audience's satisfaction of the radio channel broadcasting of Suan Sunandha Rajabhat University and to investigate the relationship between the satisfaction and the usage of the listeners to the news program. The study was a quantitative research using a survey research method and a cross-sectional description study to examine the satisfaction and the usage of the listeners. The instrument of the research was questionnaires which were delivered to 300 respondents by simple random sampling. For the analytical part, descriptive statistics and inferential statistic were used in this research. The result found that respondents agreed that they were satisfied with the news program (mean = 3.60). Moreover, respondents agreed that they used information from the news program in their daily life (mean = 3.47). However, the relationship between the satisfaction and the usage of the respondents were contrary.

Keywords : news program, radio channel broadcasting, Suan Sunandha Rajabhat University, audience satisfaction

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