

A Study of Student Satisfaction of the Suan Sunandha Rajabhat University Radio Station

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Abstract : The research aimed to study the satisfaction of Suan Sunandha Rajabhat University students towards the university radio station which broadcasts in both analog on FM 97.25 MHz and online via the university website. The sample used in this study consists of undergraduate students year 1 to year 4 from 6 faculties i.e. Faculty of Education, Faculty of Humanities and Social Sciences, Faculty of Management Science and Faculty of Industrial Technology, and Faculty of Fine and Applied Arts totaling 200 students. The tools used for data collection is survey. Data analysis applied statistics that are percentage, mean and standard deviation. The results showed that Suan Sunandha Rajabhat University students were satisfied to the place of listening service, followed by channels of broadcasting that cover both analog signals on 97.25 MHz FM and online via the Internet. However, the satisfaction level of the content offered was very low. Most of the students want the station to improve the content. Entertainment content was requested the most, followed by sports content. The lowest satisfaction level is with the broadcasting quality through analog signal. Most students asked the station to improve on the issue. However, overall, Suan Sunandha Rajabhat University students were satisfied with the university radio station broadcasted online via the university website.

Keywords : satisfaction, students, radio station, Suan Sunandha Rajabhat University

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