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## **SATISFACTION OF GRADUATE SCHOOL STUDENTS TOWARD ACCESS ON THE GRADUATE SCHOOL WEBSITE OF SUAN SUNANDHA RAJABHAT UNIVERSITY**

### **Abstract:**

This research aims to: studied the satisfaction level of graduate school students toward access on Graduate School website of Suan Sunandha Rajabhat University. This study used a quantitative research approach. The research sample consisted of 132 individuals including graduate and post graduate students of Suan Sunandha Rajabhat University. The sample was obtained by simple random sampling. A questionnaire was used as a data collection method. The data were then analyzed by descriptive and inferential statistics. The research results showed that: the sampling has knowledge and understand on computer in middle level. In the same time, satisfaction level of these students almost to access on Graduate School website of Suan Sunandha Rajabhat University in middle level. The sampling satisfaction to access the information from graduate school in middle level. But satisfaction on the public relation in high level. And satisfaction on academic data in high level. Moreover, other information such as web board or recommendation almost in middle level of the satisfaction. Conclude that in the holistic, almost of the samplings to access this website are in middle level.

### **Keywords:**

Satisfaction, Graduate students, Graduate School, Suan Sunandha Rajabhat University

**JEL Classification:** Y80

## Introduction

Internet is the world's largest computer network. It consists of a number of networks establishing in every corner of the world. Each network contains files of data that are beneficial for different organizations and individuals, for example, in terms of education, business, trading, entertainment, general news. These files contain both data in the past and at the present time. Such data are stored in a form of files or database from minor networks of internet. Accessing these data is easy and convenient as users can get access to these data anywhere. At the same time, they can exchange data with other users easily and conveniently through electronic mails or posting news or information on the network (Ruangpornvisuti, V., 2000).

Internet system is widely used in organizations, both in government and private sectors. This is particularly true in the educational institutions where the use of internet has been widely and rapidly increasing. Universities in Thailand have widely utilized internet in the development of education. The main objective of using internet in education is that the universities would like to prepare students to be ready in the age of information technology. This means that students must have an understanding on network system and be able to search information from a variety of sources, both inside and outside the country (Charmonman, S. & Wongwatanasin, K., 2009).

Website is a main channel for presenting information on the internet. It can display information in various forms such as still pictures, motion pictures, voices, and text. At the present time, website has become an important and efficient media used for the purpose of advertising and public relations because via the internet which is an open network that can be accessed for 24 hours a day. People can gain access to information on the website at any time.

Website of the Graduate School ([www.grad.ssru.ac.th](http://www.grad.ssru.ac.th)) is a main source for promoting the faculty and the programs offered to prospective students. Moreover, it is also used as a platform for posting news, presenting general information and academic-related information such as program structure, fee, lecturers and supporting staff, activities, and announcements for students, personnel, and other people. At present, the website has play a more important role for the Graduate school, the researcher, as a staff member of the Graduate School, was interested to study the students' satisfaction on the use of website of the Graduate School, Suan Sunandha Rajabhat University, Thailand. The findings from this research were expected to provide useful guidelines for the improvement of the website in the future.

## Research Objectives

The primary aims of this research were to

1. Examine the students' level of knowledge and understanding on computer

2. Study the students' level of satisfaction on the use of the Graduate School website
3. Study a relationship between students' background and their level of knowledge and understanding on computer as well as their level of satisfaction on the use of the Graduate School website.

## **Research Methodology**

This study utilized a quantitative research because it aimed to measure the students' level of knowledge and understanding on computer and their satisfaction on the use of the Graduate School website. It also sought to find a relationship between the background of students and these two issues.

### *Population and sample*

The population of this research were postgraduate students of Suan Sunandha Rajabhat University, Thailand. The number of population was 200 persons. The sample size was determined based on Krejcie and Morgan. These students were selected via a use of simple random sampling. As a result, 132 students were selected.

### *Data collection method and procedure*

In this study, data were collected with the use of a questionnaire. The questions in the questionnaire were close-ended questions. It was divided into four main parts. Before being used, it was tested for its content validity and reliability.

The researcher began the procedure of data collection by requesting support from staff members of the program to distribute the questionnaire to the sample. The researcher prepared the number of copies of questionnaire according to the number of sample. The data collection was conducted for one month between September 2017 and July 2018.

### *Data analysis*

Collected data were analyzed with descriptive statistics including number, percentage, and mean.

## **Scope of the Research**

This study focused on examining on the students' satisfaction on the use of the Graduate School Website in four main aspects which included:

- 1) General information of the Graduate School including information of the faculty, information on lecturers and personnel, and information on programs etc.

- 2) Public relations information including news and announcement, job announcement, and information on the examination etc.
- 3) Academic information including research information, academic calendar, and handouts and other learning and teaching document etc.
- 4) Other information including webboard and suggestions.

## Research Findings

The analysis of collected data gathered from 132 postgraduate students showed that out of 132 students, 97 students were those studying in the master's degree level (73.48 percent), and 35 of them were the students in the doctoral degree level (26.52 percent). The details of number and percentage of the respondents divided by the level of their study is showed in Table 1.

Table 1 *Number and percentage of the respondents based on the level of study*

<b>Level of study</b>	<b>Number</b>	<b>Percentage</b>
Master's degree	97	73.48
Doctoral degree	35	26.52
<b>Total</b>	<b>132</b>	<b>100.00</b>

Table 2 *Level of students' knowledge and understanding about computer showed in a form of number and percentage*

<b>Level of students' knowledge and understanding on computer</b>	<b>No.</b>	<b>Percentage</b>
Low level	18	13.64
Moderate level	101	76.52
High level	13	9.84
<b>Total</b>	<b>132</b>	<b>100.00</b>

According to Table 2, we can see that most of the postgraduate students had moderate knowledge and understanding on computer (101 students accounting for 76.52 percent). Eighteen students (13.64 percent) had low knowledge and understanding on this, and only 13 students (9.84 percent) has high knowledge and understanding.

Table 3 Level of the students' satisfaction on the use of the Graduate School website

<b>Level of students' satisfaction</b>	<b>No.</b>	<b>Percentage</b>
Low	15	11.36
Moderate	54	40.91
High	50	37.88
The highest	13	9.85
<b>Total</b>	<b>132</b>	<b>100.00</b>

Based on the data shown in Table 3, most of the postgraduate students had moderate satisfaction on the use of the Graduate School website (54 students accounting for 40.91 percent). There were 50 students who had high satisfaction (37.88 percent). Fifteen students had low satisfaction (11.36 percent) and only 13 students had the highest satisfaction (9.85 percent).

## Discussion and Conclusion

Based on the results of the study, it can be concluded that:

1) The students who had different educational background also had different level of satisfaction on the use of the Graduate School website. Specifically, the students in the Master's degree level had higher satisfaction than those studying in the doctoral degree. This may be because they had to more assignments and activities which requires searching information from the website. This study argues that the more they use the website, the higher their satisfaction. This is consistent to the study of Ponsit, T. (2003) who studied on using behavior and satisfaction on internet of students of Kasetsart University, Thailand and found that students in different year of study had different level of satisfaction.

2) the students studying in different programs were likely to have different level of satisfaction. The findings of this study showed that the students studying in the Education Administration Program seemed to have higher satisfaction than those studying in the Applied Thai Traditional Medicine. This is because learning and teaching activities in the latter program involved less use of technology, especially computer in searching for information, whereas learning and teaching activities in the former program always required the students to search for information using a computer. This is in an agreement with the study of Rawang S. (2011) who found that students studying in different faculties seemed to have different level of satisfaction on the use of internet.

3) the students with different level of knowledge and understanding on computer were likely to have different level of satisfaction on the use of the Graduate School website. The findings showed that students who had a moderate level of knowledge and understanding had higher level of satisfaction than those who had low and who had high level of knowledge and understanding. This finding may come from the fact

that the students with a moderate level of knowledge and understanding did not feel that they needed to search for information because they had knowledge and understanding sufficient for their study and that affected their level of satisfaction. This is consistent to the study of Yukontornvong N. (2009) which reported that personnel of the Ramkhamhaeng University had different level knowledge on using a computer

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