



LEARNING EXPERIENCE OF AU'S STUDENTS ACADEMIC YEAR 2023

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Academic Year 2023

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EXECUTIVE SUMMARY

The Institute for Research and Academic Services (IRAS), Assumption University, has conducted a survey project entitled Learning Experience of AU's Students Academic Year 2023. The purpose of this survey is:

1. To study students' perceptions of the university.
2. To study the expectations and satisfaction of students towards the university's services.
3. To study students' satisfaction regarding the teaching pedagogies engendering inquisitive mind, rational, and analytical and critical thinking
4. To study the internal relationship of students with the university.
5. To study factors affecting student dropout.

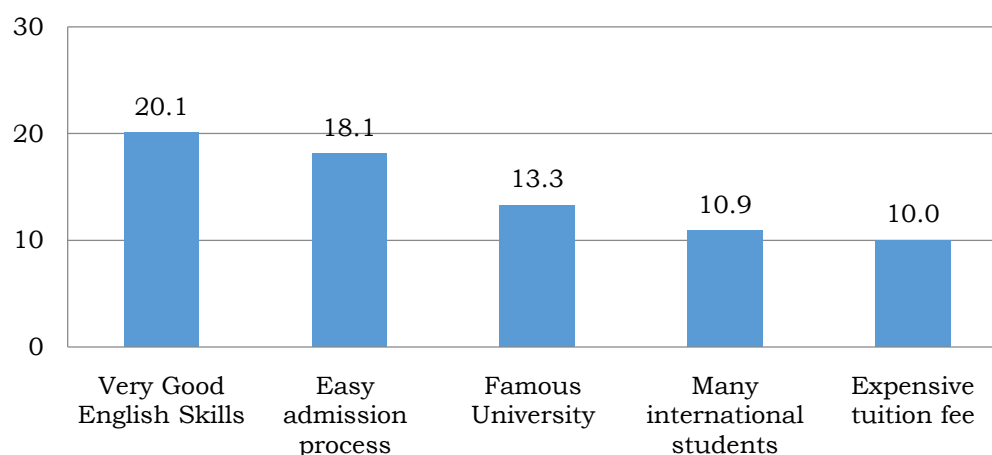
The research methodology employed a mixed-methods approach, integrating both quantitative and qualitative research techniques. Quantitative data was gathered through online surveys, while qualitative insights were obtained through in-depth interviews and focus groups. From the freshmen-senior, a sample size of 1,418 students has participated in the study.

Research Findings

➤ Students' Perceptions of AU (Only 1st year Students)

Before Studying at AU, Students' Perceptions of AU shows that 21.1% are "Very good English Skill", 18.1% are "Easy admission process", 13.3% are "Famous University", 10.9% are "Many international students" and 10.0% are "Expensive tuition fee"

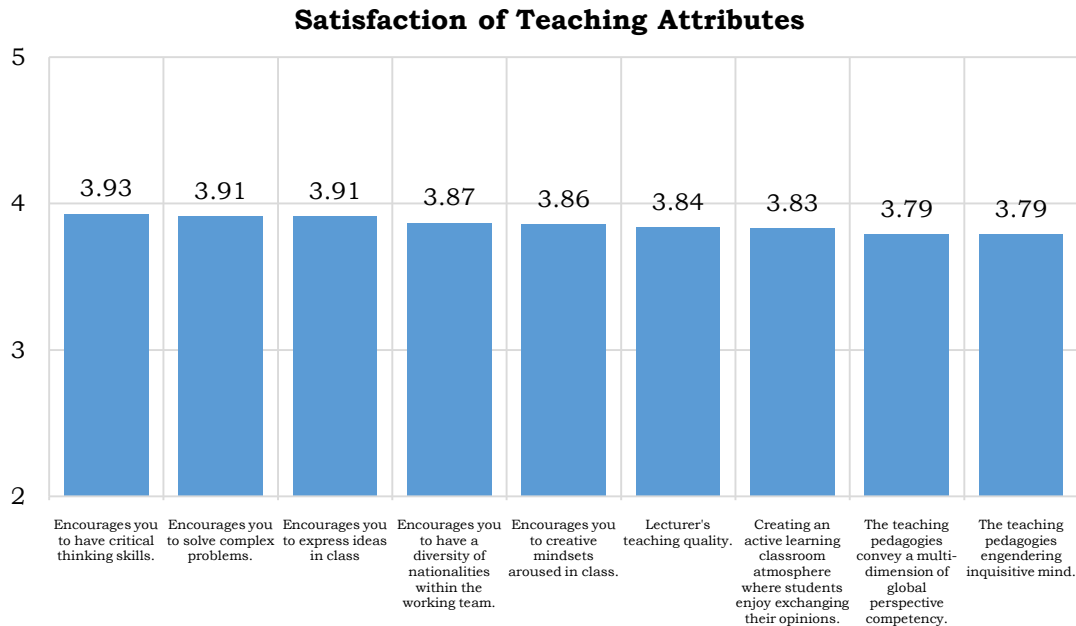
Students' perceptions of AU (Before Studying at AU)



➤ Satisfaction of regarding the teaching

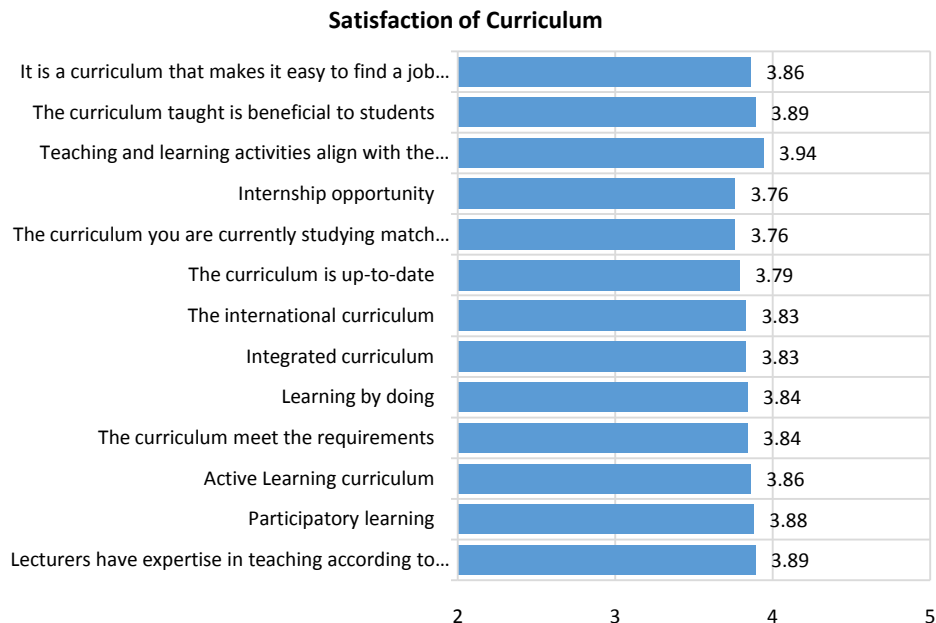
• Teaching Attributes

The top 3, AU's students satisfaction of teaching attributes shows that mean score 3.93 are "Encourages you to have critical thinking skills", 3.91 are "Encourages you to solve complex problems" and "Encourages you to express ideas in class", 3.87 are "Encourages you to have a diversity of nationalities within the working team."



• Curriculum

The top 3, AU's students satisfaction of curriculum shows that mean score 3.94 are "Teaching and learning activities align with the curriculum objectives", 3.89 are "The curriculum taught is beneficial to students" and "Lecturers have expertise in teaching according to the curriculum", 3.88 are "Participatory learning"



- **Teaching Equipment & Environment**

Additionally, it was found that AU's students satisfaction of Teaching Equipment & Environment mean score 3.84 are "Classroom Environment", 3.80 are "Learning Atmosphere", 3.79 are "Teaching Materials are up-to-date and ready to use.", 3.77 are "Physical Environmental", and 3.68 are "Teaching Equipment are modern and ready to use. (E.g: Computer, Internet, Lab room, and etc.)".

- **Satisfaction of AU Services**

The survey results found AU Service that received an average satisfaction score of less than 3.50 was found to 3.18 are "AU Spark Register System", 3.28 are "Tram Transit Service", 3.40 are "Student Dormitory Services", and 3.44 are "Office of The Registrar Services"

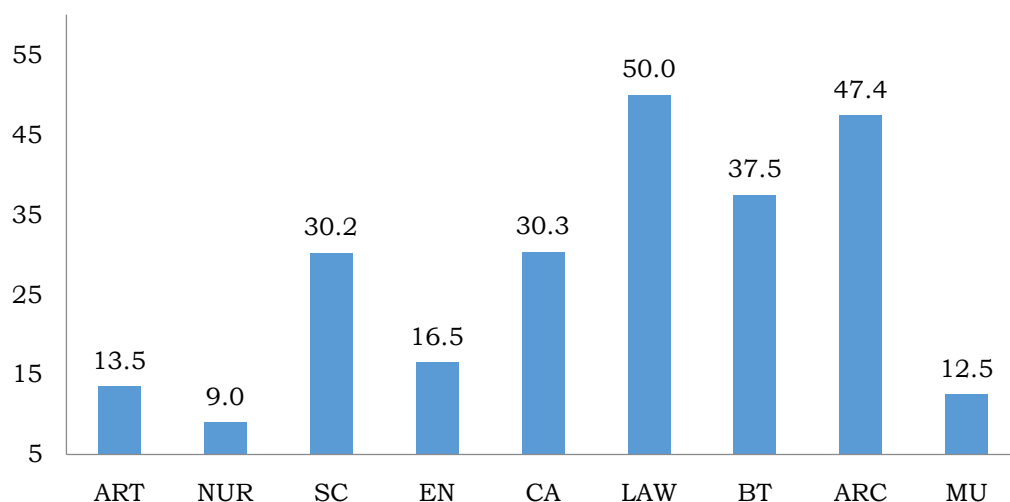
- **Internal Student Relationships**

The survey results found internal student relationships overall mean score are 3.75 relationship among classmates, foreign friends, friends from other faculties, subject teachers, and advisors.

- **Drop Out Perception**

AU's Students about drop out perception 50.0% are LAW, 47.4% are ARC, 37.5% are BT, 30.3% are CA, 30.2% are SC, 23.9% are MSME, 16.5% are EN, 13.5% are ART, 12.5% are MU, and 9.0% are NUR.

Drop Out Perception



➤ **Student Dissatisfaction (Qualitative data)**

• **Dissatisfaction of Teaching Attributes and Curriculum**

1. Thai lecturers are not proficient in English
2. The number of lecturers is not enough
3. The lecturers teaching do not match with their knowledge and abilities
4. In some subjects, lecturers simply read content from slides, using a lecture-style approach without explanations.
5. Some lecturers can be inflexible and excessively strict
6. Some advisors are unfriendly, unhelpful, and difficult to contact.
7. The curriculum requires business subjects to be taken in all faculties

• **Dissatisfaction of Teaching Equipment**

1. The computer is not updated and, as a result, does not support the program used for studying
2. Lab room is not enough for the number of students
3. The tables and study chairs are uncomfortable

• **Dissatisfaction of Environment**

1. Traveling is inconvenient and far from the city
2. Insufficient lighting during the night
3. There is a disturbing smell of cigarettes
4. There is no gathering area for students
5. Campus Atmosphere Quiets Too Quickly (After 6 PM)

• **Dissatisfaction of AU Services**

1. AU Spark Register System
 - System instability
 - The registration order among schools is not fair
 - There are no instructions provided for the registration process
 - The information is not updated
2. AU Spark Grading verification
 - Some staff did not attempt to help resolve registration problems.
 - Some staff lack a service-minded attitude in providing service.
 - Waiting in the queue for a long time
3. Cafe and Restaurant
 - Expensive food
 - The food lacks variety
 - There is no university cafeteria on the Huamak campus.
4. Tram Transit Service
 - The service is not provided according to the schedule
 - The driver spoke inappropriately
 - Few tram services available

5. Van Transit Service

- The quality of service is not as good as that in the private sector
- The service round trips are limited

6. Car Park

- The parking fees are expensive, and charges apply for every parking entry
- The security system is not good since there are no CCTV cameras on every floor

7. Toilet

- Some areas of the toilet are not clean
- There shouldn't be any squat toilets

8. AU Activities

- There is not a variety of activities available
- The timing of the activity is inappropriate, such as being too late at night
- Some clubs lack activities

9. Sports Services

- The ventilation system is inadequate
- The badminton court is not enough
- The opening hours are too short

10. Student Dormitory Service

- Electricity is expensive, and it is not possible to check the meter number
- The room condition and electrical appliances in the room are quite old
- There are frequent lost items in the storage area and inside the room
- Broken CCTV
- The regulations for using the reading room are not flexible
- The lighting around the dormitory is inadequate
- There is no lobby available for meeting friends
- There is no space for group work
- Some staff speak inappropriately

Preface

The research project aimed at studying the life experiences of Assumption University students in the academic year 2023 is intended to produce and promote institutional research beneficial to the university's educational management. It serves as an information guiding the development of various university services, appropriately and genuinely meeting students' needs.

This study, designed by the research team, employs both quantitative and qualitative research methodologies to gather comprehensive research data that fully aligns with the research objectives. The research team hopes the findings authentically reflect the actual circumstances and contribute to the university's ongoing strategic initiatives.

Moreover, this study project has been successfully executed through significant collaboration from the working teams that jointly established the research operational framework as well as faculty members/staff from each department, and the Assumption University Student Organization (AUSO), which facilitated project promotion. Special gratitude is extended to all involved parties, including the students who participated in the survey and shared their life experiences within the university.

Institution for Research and Academic Services

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Research Results

Profile of the Respondents

Out of the total number of 1,418 students respondents, 45.0% are MSME, 16.0% are ART, 9.8% are SC, 9.3% are CA, 6.0% are EN, 4.7% are NUR, 4.0% are ARC, 2.5% are LAW and 1.1% are BT and MU.

Table 1 Percentages of AU Students of School

Item	AU Students of School	n	%
1	MSME	637	45.0
2	ART	230	16.3
3	NUR	67	4.7
4	SC	139	9.8
5	EN	85	6.0
6	CA	132	9.3
7	LAW	36	2.5
8	BT	16	1.1
9	ARC	57	4.0
10	MU	16	1.1
Total		1,415	100.0

Table 2 Percentages of Class Level

Item	Class Level	n	%
1	1 ST	602	42.5
2	2 nd	414	29.2
3	3 rd	240	16.9
4	4 th	136	9.6
5	5 th	24	1.7
Total		1,416	100.0

Table 3 Percentages of Nationality

Item	Class Level	%
1	Thai	62.9
2	Non-Thai	37.1
Total		100.0

This study employed descriptive statistics, including frequency, percentage and mean to analyze the data, aiming to achieve the following research objectives:

**Part 1 Before Studying at Au, students' perceptions of AU
(Only 1st Year Students)**

Table 4 Percentages of Introduce to AU (More than one answer)

Item	Introduce to AU	%
1	Friends	22.7
2	Parents or Relatives	21.7
3	Teachers	11.3
4	AU Website	5.4
5	AU Open House	4.1
6	AU Facebook	3.0
7	Guidance Team of AU	2.9
8	AU Instagram	2.8
9	Tutor	2.5
10	AU Twitter	1.3
11	Others Social Media	6.4

Table 5 Percentages of Reasons that lead to the decision to study at AU
(More than one answer)

Item	Reasons	%
1	Decide for yourself	25.5
2	International University	16.2
3	Parents recommended	15.5
4	Improve the English skills	12.3
5	Seniors/Friends/Acquaintances	7.2
6	Interesting courses	7.1
7	Beautiful University	6.4
8	Not require TCAS result	4.9
9	Fail the public University Admissions	1.7
10	Impressed the AU Open House	1.3
11	Impressed theAUguidance team	1.3

Table 6 Percentages of Perception towards AU(More than one answer)

Item	Perception	%
1	Very Good English Skills	20.1
2	Easy admission process	18.1
3	Famous University	13.3
4	Many international students	10.9
5	Expensive tuition fee	10.0
6	Difficult to graduate	9.7
7	Expensive food	7.8
8	High daily expenses	7.8
9	High society atmosphere	7.5
10	Inconvenient travel	4.3
11	Unfriendly student	1.6

Table 7 Percentages of The universities to further studies (More than one answer)

Item	The University to further studies	%
1	Chulalongkorn University	34.2
2	Assumption University	33.5
3	Thammasat University	25.0
4	Overseas	23.9
5	Bangkok University	13.2
6	Chiang Mai University	8.0
7	Kasetsart University	5.4
8	Rangsit University	3.6
9	King Mongkut's Institute of Technology Ladkrabang and Srinakharinwirot University	3.1
10	Silpakorn University	2.5

The percentage of 448 respondents.

Table 8 Percentages of Level of adaptation as an AU student

Item	Level of Adaptation	%
1	Very high	12.1
2	High	40.4
3	Moderate	45.2
4	Low	2.0
5	Very low	0.3
Total		100.0
Mean		3.62
S.D.		0.73

Part 2 Satisfaction of regarding the teaching

Table 9 Mean and S.D. of Students with Teaching Attributes, Curriculum, Teaching Equipments and Environment

Item	Regarding the teaching	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
Teaching Attributes												
1	Encourages you to have critical thinking skills.	3.80 (0.85)	4.07 (0.74)	3.90 (0.92)	3.71 (0.78)	4.45 (0.75)	4.08 (0.84)	4.50 (0.70)	3.88 (0.62)	3.67 (0.66)	4.50 (0.52)	3.93 (0.83)
2	Encourages you to solve complex problems.	3.76 (0.84)	4.01 (0.71)	3.84 (0.94)	3.71 (0.73)	4.51 (0.75)	4.05 (0.66)	4.39 (0.49)	4.13 (0.81)	3.91 (0.74)	4.25 (0.45)	3.91 (0.81)
3	Encourages you to express ideas in class	3.87 (0.83)	4.11 (0.69)	3.90 (0.92)	3.77 (0.80)	3.32 (1.26)	4.17 (0.69)	4.33 (0.68)	3.88 (0.62)	3.77 (0.68)	4.13 (0.62)	3.91 (0.84)
4	Encourages you to have a diversity of nationalities within the working team.	3.77 (0.90)	4.06 (0.92)	3.79 (0.96)	3.58 (0.79)	4.47 (0.78)	3.90 (0.76)	3.94 (1.15)	4.25 (0.86)	3.81 (0.67)	4.25 (0.45)	3.87 (0.89)
5	Encourages you to creative mindsets aroused in class.	3.84 (0.83)	4.13 (0.67)	3.84 (0.94)	3.48 (0.97)	3.33 (1.24)	4.19 (0.71)	4.00 (0.76)	3.88 (0.62)	3.79 (0.62)	4.25 (0.45)	3.86 (0.86)
6	Lecturer's teaching quality.	3.78 (0.82)	3.97 (0.70)	3.78 (0.86)	3.58 (0.88)	3.64 (0.83)	4.17 (0.69)	4.44 (0.77)	4.00 (0.89)	3.74 (0.70)	4.25 (0.45)	3.84 (0.81)
7	Creating an active learning classroom atmosphere where students enjoy exchanging their opinions.	3.78 (0.88)	4.08 (0.68)	3.81 (1.07)	3.71 (0.88)	3.44 (1.30)	3.94 (0.78)	4.11 (0.82)	4.13 (0.81)	3.61 (0.88)	4.25 (0.45)	3.83 (0.90)
8	The teaching pedagogies convey a multi-dimension of global perspective competency.	3.80 (0.85)	4.01 (0.73)	3.87 (0.94)	3.67 (0.76)	2.92 (1.68)	3.92 (0.75)	4.33 (0.59)	3.88 (0.62)	3.60 (0.62)	4.13 (0.62)	3.79 (0.91)
9	The teaching pedagogies engendering inquisitive mind.	3.80 (0.85)	4.02 (0.72)	3.76 (1.02)	3.63 (0.85)	2.92 (1.67)	3.98 (0.81)	4.28 (0.74)	3.88 (0.62)	3.74 (0.64)	4.13 (0.62)	3.79 (0.93)

Table 9 (Cont.)

Item	Regarding the teaching	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
Curriculum												
10	Lecturers have expertise in teaching according to the curriculum	3.89 (0.82)	4.04 (0.75)	3.88 (0.92)	3.62 (0.79)	3.41 (1.30)	4.17 (0.69)	4.44 (0.61)	4.00 (0.73)	3.63 (0.62)	4.50 (0.52)	3.89 (0.85)
11	Participatory learning	3.85 (0.83)	4.03 (0.74)	3.84 (0.87)	3.73 (0.76)	3.73 (0.88)	4.11 (0.76)	4.22 (0.54)	3.75 (0.68)	3.60 (0.56)	4.13 (0.62)	3.88 (0.80)
12	Active Learningcurriculum	3.81 (0.88)	3.97 (0.76)	3.84 (0.87)	3.76 (0.75)	3.74 (0.89)	4.02 (0.73)	4.33 (0.76)	3.75 (0.68)	3.70 (0.71)	4.38 (0.72)	3.86 (0.83)
13	The curriculum meet the requirements	3.86 (0.81)	4.00 (0.80)	3.69 (0.89)	3.58 (0.83)	3.73 (0.85)	3.91 (0.74)	3.83 (0.85)	3.88 (0.62)	3.70 (0.65)	4.25 (0.45)	3.84 (0.81)
14	Learning by doing	3.79 (0.88)	4.03 (0.79)	3.81 (0.92)	3.76 (0.77)	3.35 (1.28)	3.98 (0.75)	4.22 (0.64)	3.75 (0.68)	3.86 (0.74)	4.38 (0.72)	3.84 (0.88)
15	Integrated curriculum	3.85 (0.82)	3.97 (0.72)	3.69 (0.95)	3.59 (0.71)	3.36 (1.26)	4.05 (0.75)	4.11 (0.67)	4.00 (0.89)	3.60 (0.56)	4.38 (0.72)	3.83 (0.83)
16	The international curriculum	3.82 (0.82)	3.99 (0.79)	3.66 (0.86)	3.60 (0.81)	3.41 (1.28)	4.03 (0.80)	4.33 (0.96)	3.88 (0.96)	3.84 (0.75)	4.38 (0.50)	3.83 (0.87)
17	The curriculum is up-to-date	3.80 (0.86)	3.92 (0.77)	3.72 (0.94)	3.66 (0.87)	3.39 (1.26)	3.86 (0.76)	4.39 (0.77)	3.75 (0.68)	3.56 (0.63)	4.38 (0.72)	3.79 (0.87)
18	The curriculum you are currentlystudying match your expectations	3.79 (0.84)	3.86 (0.75)	3.51 (1.00)	3.56 (0.99)	3.71 (0.90)	3.75 (0.89)	3.83 (0.85)	4.00 (0.89)	3.63 (0.62)	4.13 (0.62)	3.76 (0.85)
19	Internship opportunity	3.68 (0.94)	3.86 (0.76)	3.71 (0.85)	3.60 (0.93)	3.72 (0.88)	3.95 (0.75)	4.11 (0.75)	4.13 (0.81)	3.79 (0.73)	4.38 (0.72)	3.76 (0.88)
20	Teaching and learning activitiesalign with the curriculum objectives	3.90 (0.84)	4.07 (0.65)	3.90 (0.92)	3.83 (0.79)	3.81 (0.92)	4.12 (0.73)	4.28 (0.74)	3.88 (0.62)	3.72 (0.59)	4.38 (0.72)	3.94 (0.80)
21	The curriculum taught is beneficial to students	3.86 (0.86)	3.97 (0.74)	4.00 (0.96)	3.68 (0.74)	3.78 (0.89)	3.89 (0.74)	4.83 (0.51)	3.88 (0.62)	3.61 (0.62)	4.50 (0.52)	3.89 (0.83)
22	It is a curriculum that makes iteasy to find a job upon graduation	3.82 (0.83)	3.98 (0.71)	3.96 (0.94)	3.72 (0.77)	3.68 (0.86)	3.91 (0.80)	4.56 (0.61)	4.13 (0.81)	3.60 (0.68)	4.38 (0.72)	3.86 (0.81)

Table 9 (Cont.)

Item	Regarding the teaching	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
Curriculum												
23	The current curriculum provides a broad perspective of global issues which you can truly apply in real-life.	3.78 (0.88)	4.07 (0.74)	4.01 (0.97)	3.50 (0.71)	3.39 (1.30)	4.03 (0.78)	4.50 (0.61)	3.88 (0.62)	3.60 (0.62)	4.38 (0.72)	3.83 (0.88)
24	The curriculum is diverse and aligned with the needs of leading companies	3.78 (0.86)	4.00 (0.76)	3.97 (0.95)	3.58 (0.78)	3.41 (1.30)	3.98 (0.71)	4.11 (0.82)	3.88 (0.62)	3.79 (0.73)	4.38 (0.72)	3.82 (0.87)
Teaching Equipments												
25	Teaching Materials are up-to-date and ready to use.	3.80 (0.86)	3.94 (0.97)	3.43 (1.29)	3.63 (0.87)	3.36 (1.38)	3.98 (0.88)	4.33 (0.83)	3.50 (0.73)	3.60 (0.78)	4.38 (0.72)	3.79 (0.96)
26	Teaching Equipments are modern and ready to use. (E.g: Computer, Internet, Lab room, and etc.)	3.70 (1.01)	3.79 (1.00)	2.88 (1.30)	3.66 (0.94)	3.79 (1.04)	3.72 (1.05)	3.72 (1.34)	3.75 (1.00)	3.56 (0.95)	4.38 (0.72)	3.68 (1.05)
Environment												
27	Classroom Environment	3.81 (0.88)	4.00 (0.82)	3.06 (1.16)	3.95 (0.75)	3.75 (0.91)	3.97 (0.68)	4.17 (0.97)	3.88 (1.09)	3.74 (0.79)	4.50 (0.52)	3.84 (0.88)
28	Learning Atmosphere	3.77 (0.88)	4.01 (0.76)	3.21 (1.20)	3.76 (0.70)	3.38 (1.28)	4.07 (0.76)	4.28 (0.81)	3.88 (1.09)	3.70 (0.71)	4.50 (0.52)	3.80 (0.90)
29	Physical Environmental	3.76 (0.89)	3.96 (0.81)	3.18 (1.15)	3.90 (0.69)	3.38 (1.27)	3.92 (0.71)	3.78 (0.99)	3.88 (1.09)	3.60 (0.73)	4.50 (0.52)	3.77 (0.91)
Overall Satisfaction		3.80 (0.86)	4.00 (0.77)	3.70 (1.02)	3.67 (0.82)	3.60 (1.19)	3.99 (0.77)	4.23 (0.82)	3.91 (0.78)	3.69 (0.69)	4.33 (0.60)	3.84 (0.86)

Part 3 Expectation and Satisfaction of AU Services

Table 10 Mean and S.D. level of Expect and Satisfy

Item	AU Services	Level of Expect&Satisfy					
		High	Moderate	Low	Total	Mean	S.D.
1	AU Spark Register System						
	Expect	57.1	33.2	9.7	100.0	3.66	1.01
	Satisfy	40.2	32.7	27.1	100.0	3.18	1.20
2	AU Spark Grading verification						
	Expect	60.7	32.5	6.8	100.0	3.72	0.88
	Satisfy	55.0	36.3	8.6	100.0	3.64	0.92
3	Information provided by AU Spark (E.g.: class schedule, exam schedule, and etc.)						
	Expect	60.5	32.4	7.1	100.0	3.74	0.91
	Satisfy	57.0	34.5	8.5	100.0	3.68	0.97
4	Library Services						
	Expect	65.5	31.8	2.8	100.0	3.87	0.85
	Satisfy	58.9	32.7	8.4	100.0	3.72	0.95
5	Office of The Registrar Services						
	Expect	61.5	32.5	6.0	100.0	3.74	0.91
	Satisfy	46.3	39.2	14.5	100.0	3.44	1.01
6	Office of Financial Services						
	Expect	58.4	35.1	6.4	100.0	3.72	0.90
	Satisfy	51.6	39.0	9.5	100.0	3.58	0.95
7	Office of Student Affair Services(E.g.: Counseling, Guidance, and etc.)						
	Expect	61.5	34.5	4.0	100.0	3.77	0.85
	Satisfy	50.7	42.7	6.6	100.0	3.58	0.91
8	Tram Transit Service						
	Expect	61.0	28.3	10.7	100.0	3.69	1.04
	Satisfy	42.4	34.2	23.4	100.0	3.28	1.17
9	Coach Transit Service						
	Expect	58.0	38.4	3.6	100.0	3.75	0.87
	Satisfy	49.2	41.4	9.4	100.0	3.55	0.96
10	Van Transit Service						
	Expect	53.7	38.6	7.7	100.0	3.63	0.98
	Satisfy	48.2	41.4	10.4	100.0	3.53	1.02
11	Student Dormitory Services						
	Expect	54.3	39.7	60	100.0	3.66	0.91
	Satisfy	42.1	43.3	14.6	100.0	3.40	1.04
12	Nursing Room Services						
	Expect	57.0	39.2	3.7	100.0	3.70	0.85
	Satisfy	49.2	44.7	6.1	100.0	3.57	0.89

Table 10 (Cont.)

Item	AU Services	Level of Expect&Satisfy					
		High	Moderate	Low	Total	Mean	S.D.
13	Sports Services (E.g.: fitness, swimming, and etc.)						
	Expect	62.0	34.7	3.3	100.0	3.80	0.87
	Satisfy	55.0	37.1	7.9	100.0	3.64	0.94
14	Students Activities Organization						
	Expect	60.0	36.7	3.3	100.0	3.78	0.86
	Satisfy	55.0	39.3	5.7	100.0	3.68	0.89
15	Overall Staff's Services						
	Expect	61.0	36.1	2.9	100.0	3.78	0.81
	Satisfy	52.3	40.2	7.5	100.0	3.62	0.91
Expect						3.73	0.90
Satisfy						3.54	1.00

Table 11 Mean and S.D. of Satisfaction of AU Services

Item	Satisfaction of AU Services	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
1	AU Spark Register System											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.02 (1.01)
	• 2023	3.09 (1.18)	3.53 (1.02)	3.40 (1.20)	2.90 (1.18)	3.21 (1.28)	2.98 (1.42)	3.72 (1.11)	3.38 (1.02)	2.82 (1.15)	4.25 (1.00)	3.18 (1.20)
2	AU Spark Grading verification											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.15 (0.96)
	• 2023	3.54 (0.93)	3.96 (0.77)	3.82 (0.83)	3.65 (0.80)	3.29 (1.28)	3.70 (0.80)	3.83 (0.85)	4.13 (0.81)	3.25 (0.91)	4.38 (0.72)	3.64 (0.92)
3	Information provided by AU Spark											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.14 (0.98)
	• 2023	3.60 (0.97)	3.77 (1.08)	3.72 (0.75)	3.39 (0.86)	4.47 (0.84)	3.73 (0.83)	3.89 (0.75)	3.88 (0.96)	3.16 (0.94)	4.13 (0.62)	3.68 (0.97)
4	Library Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.38 (1.18)
	• 2023	3.69 (0.91)	4.06 (0.86)	3.47 (0.82)	3.76 (0.74)	3.28 (1.29)	3.70 (0.87)	4.33 (0.59)	2.88 (1.96)	3.35 (0.90)	4.13 (0.62)	3.72 (0.95)
5	Office of The Registrar Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.44 (1.12)
	• 2023	3.38 (0.98)	3.72 (0.83)	3.38 (1.12)	3.39 (0.89)	3.16 (1.24)	3.45 (0.99)	4.06 (0.98)	3.13 (1.75)	2.98 (1.08)	4.25 (1.00)	3.44 (1.01)
6	Office of Financial Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.40 (1.11)
	• 2023	3.54 (0.93)	3.73 (0.93)	3.50 (1.04)	3.47 (0.65)	3.24 (1.28)	3.76 (0.89)	4.39 (0.84)	3.88 (0.62)	3.19 (1.03)	4.38 (0.72)	3.58 (0.95)

Table 11 (Cont.)

Item	Satisfaction of AU Services	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
7	Office of Student Affair Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.53 (1.10)
	• 2023	3.51 (0.93)	3.80 (0.90)	3.47 (1.18)	3.47 (0.71)	3.62 (0.93)	3.68 (0.80)	4.00 (0.76)	3.63 (0.72)	3.25 (0.79)	4.00 (0.89)	3.58 (0.91)
8	Tram Transit Service											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.26 (1.19)
	• 2023	3.12 (1.18)	3.40 (1.23)	-	3.29 (0.86)	3.18 (1.27)	3.58 (1.05)	-	-	3.05 (1.14)	4.38 (0.72)	3.28 (1.17)
9	Coach Transit Service											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.39 (1.14)
	• 2023	3.47 (0.94)	3.92 (0.79)	3.32 (1.16)	3.47 (0.72)	3.24 (1.29)	3.71 (0.92)	4.00 (1.17)	2.88 (1.50)	3.35 (0.86)	4.13 (0.62)	3.55 (0.96)
10	Van Transit Service											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.40 (1.17)
	• 2023	3.50 (0.90)	3.80 (0.89)	3.12 (1.22)	3.41 (0.97)	2.85 (1.67)	3.79 (0.77)	3.94 (1.15)	3.38 (1.63)	3.42 (0.94)	4.38 (0.72)	3.53 (1.02)
11	Student Dormitory Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.41 (1.10)
	• 2023	3.43 (0.98)	3.51 (1.12)	-	3.06 (0.89)	3.19 (1.25)	3.61 (0.89)	-	-	3.18 (0.93)	4.00 (0.89)	3.40 (1.04)
12	Nursing Room Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.36 (1.19)
	• 2023	3.49 (0.92)	3.86 (0.79)	3.21 (1.14)	3.42 (0.73)	3.58 (0.93)	3.64 (0.73)	4.22 (0.64)	3.88 (0.62)	3.28 (0.75)	4.38 (0.72)	3.57 (0.89)

Table 11 (Cont.)

Item	Satisfaction of AU Services	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
13	Sports Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.41 (1.18)
	• 2023	3.66 (0.90)	3.94 (0.77)	2.68 (1.42)	3.53 (0.67)	3.34 (1.23)	3.77 (0.74)	4.06 (0.86)	3.38 (0.89)	3.46 (0.87)	4.38 (0.72)	3.64 (0.94)
14	Students Activities Organization											
	• 2022	-	-	-	-	-	-	-	-	-	-	-
	• 2023	3.65 (0.88)	3.97 (0.76)	3.07 (1.24)	3.67 (0.69)	3.62 (0.91)	3.73 (0.75)	4.06 (1.09)	3.75 (0.86)	3.23 (0.96)	4.38 (0.72)	3.68 (0.89)
15	Overall Staff's Services											
	• 2022	-	-	-	-	-	-	-	-	-	-	3.12 (0.96)
	• 2023	3.56 (0.92)	3.94 (0.81)	3.31 (1.07)	3.55 (0.64)	3.26 (1.25)	3.64 (0.69)	4.17 (0.77)	3.75 (0.86)	3.42 (0.86)	4.38 (0.72)	3.62 (0.91)
Overall Satisfaction												
	• 2022	-	-	-	-	-	-	-	-	-	-	3.24 (0.68)
	• 2023	3.48 (0.98)	3.79 (0.93)	3.34 (1.13)	3.43 (0.84)	3.37 (1.26)	3.63 (0.91)	4.05 (0.91)	3.53 (1.20)	3.23 (0.95)	4.26 (0.76)	3.54 (1.00)

Part 4 The Internal Student Relationships

Table 12 Mean and S.D. of Internal Student Relationships

Item	Internal Student Relations	School										AU
		MSME	ART	NUR	SC	EN	CA	LAW	BT	ARC	MU	
1	Relationship among classmates.	3.62 (0.85)	3.62 (0.86)	3.61 (0.85)	3.63 (0.85)	3.62 (0.85)	3.62 (0.85)	3.58 (0.83)	3.58 (0.81)	3.61 (0.86)	3.59 (0.84)	3.78 (0.89)
2	Relationship among foreign friends.	3.73 (0.79)	3.72 (0.79)	3.70 (0.80)	3.73 (0.79)	3.71 (0.79)	3.72 (0.79)	3.66 (0.79)	3.64 (0.78)	3.71 (0.79)	3.68 (0.79)	3.75 (0.99)
3	Relationship among friends from other faculties.	3.82 (0.78)	3.81 (0.78)	3.82 (0.79)	3.82 (0.78)	3.81 (0.78)	3.81 (0.78)	3.76 (0.78)	3.75 (0.78)	3.80 (0.78)	3.77 (0.78)	3.75 (0.97)
4	Relationship among subject teachers.	3.76 (0.92)	3.75 (0.92)	3.73 (0.93)	3.76 (0.92)	3.75 (0.92)	3.74 (0.92)	3.69 (0.93)	3.67 (0.93)	3.74 (0.92)	3.71 (0.92)	3.75 (0.83)
5	Relationship between advisors.	3.70 (0.96)	3.67 (0.97)	3.68 (0.97)	3.71 (0.96)	3.68 (0.96)	3.69 (0.96)	3.61 (0.96)	3.58 (0.96)	3.68 (0.96)	3.62 (0.96)	3.70 (0.89)
	Overall Relationship	3.73 (0.86)	3.70 (0.86)	3.70 (0.87)	3.73 (0.86)	3.71 (0.87)	3.72 (0.86)	3.66 (0.86)	3.64 (0.86)	3.72 (0.86)	3.68 (0.86)	3.75 (0.92)

Table 13 Percentages of Close friends in AU

Item	Many close friends	%
1	2-5 people	45.8
2	More than 5 people	40.3
3	Only one	9.7
4	No have	4.2
Total		100.0

Table 14 Percentage of people from whom you would seek advice and assistance when experiencing problems.

Item	People	%
1	Myself	67.7
2	Friends	64.5
3	Family	56.0
4	Boyfriend/Girlfriend	21.0
5	Lecturer	3.5
6	Online Consultation	1.8

Table 15 Percentages of those who have experienced a toxic relationship

Item	Toxic relationship	%
1	Yes	28.5
2	No	71.5
Total		100.0

Table 16 Percentages of those who have any problems with group work

Item	Problem with group working	%
1	Yes	51.0
2	No	49.0
Total		100.0

Part 5 Attitudes Towards Drop Out Experience.

Table 17 Numbers and percentages of those who have considered dropping out

Item	Drop out	Number	%
1	Yes	338	23.9
2	No	1,079	76.1
Total		1,417	100.0

Table 18 Numbers and percentages of students who have considered dropping out

Item	School	Drop Out Perception	
		Number	%
1	MSME	152	23.9
2	ART	31	13.5
3	NUR	6	9.0
4	SC	42	30.2
5	EN	14	16.5
6	CA	40	30.3
7	LAW	18	50.0
8	BT	6	37.5
9	ARC	27	47.4
10	MU	2	12.5
AU		338	23.9

Part 6 Student Dissatisfaction (Qualitative data)

Table 19 Issue of Student Dissatisfaction

Issue		Student Dissatisfaction
1	Dissatisfaction of Teaching Attributes	<ol style="list-style-type: none"> 1. Thai lecturers are not proficient in English 2. The number of lecturers is not enough 3. The lecturers teaching do not match with their knowledge and abilities 4. In some subjects, lecturers simply read content from slides, using a lecture-style approach without explanations. 5. Some lecturers can be inflexible and excessively strict 6. Some advisors are unfriendly, unhelpful, and difficult to contact.
2	Dissatisfaction of Curriculum	<ol style="list-style-type: none"> 1. The curriculum requires business subjects to be taken in all faculties
3	Dissatisfaction of Teaching Equipment	<ol style="list-style-type: none"> 1. The computer is not updated and, as a result, does not support the program used for studying 2. Lab room is not enough for the number of students 3. The tables and study chairs are uncomfortable
4	Dissatisfaction of Environment	<ol style="list-style-type: none"> 1. Traveling is inconvenient and far from the city 2. Insufficient lighting during the night 3. There is a disturbing smell of cigarettes 3. There is no gathering area for students 4. Campus Atmosphere Quiets Too Quickly (After 6 PM)
5	Dissatisfaction of AU Services	<ol style="list-style-type: none"> 1. AU Spark Register System <ul style="list-style-type: none"> - System instability - The registration order among schools is not fair - There are no instructions provided for the registration process - The information is not updated 2. AU Spark Grading verification <ul style="list-style-type: none"> - Some staff did not attempt to help resolve registration problems.

Issue	Student Dissatisfaction
	<ul style="list-style-type: none"> - Some staff lack a service-minded attitude in providing service. - Waiting in the queue for a long time 3. Cafe and Restaurant <ul style="list-style-type: none"> - Expensive food - The food lacks variety - There is no university cafeteria on the Huamak campus. 4. Tram Transit Service <ul style="list-style-type: none"> - The service is not provided according to the schedule - The driver spoke inappropriately - Few tram services available 5. Van Transit Service <ul style="list-style-type: none"> - The quality of service is not as good as that in the private sector - The service round trips are limited 6. Car Park <ul style="list-style-type: none"> - The parking fees are expensive, and charges apply for every parking entry - The security system is not good since there are no CCTV cameras on every floor 7. Toilet <ul style="list-style-type: none"> - Some areas of the toilet are not clean - There shouldn't be any squat toilets 8. AU Activities <ul style="list-style-type: none"> - There is not a variety of activities available - The timing of the activity is inappropriate, such as being too late at night - Some clubs lack activities 9. Sports Services <ul style="list-style-type: none"> - The ventilation system is inadequate - The badminton court is not enough - The opening hours are too short 10. Student Dormitory Service <ul style="list-style-type: none"> - Electricity is expensive, and it is not possible to check the meter number - The room condition and electrical appliances in the room are quite old

Issue	Student Dissatisfaction
	<ul style="list-style-type: none"> - There are frequent lost items in the storage area and inside the room - Broken CCTV - The regulations for using the reading room are not flexible - The lighting around the dormitory is inadequate - There is no lobby available for meeting friends - There is no space for group work - Some staff speak inappropriately