



**MARKET
EMPLOYER
SATISFACTION
INDEX OF
ASSUMPTION
UNIVERSITY'S**
GRADUATE BATCH 43

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Market Employer Satisfaction Index of Assumption University's Graduates Batch 43

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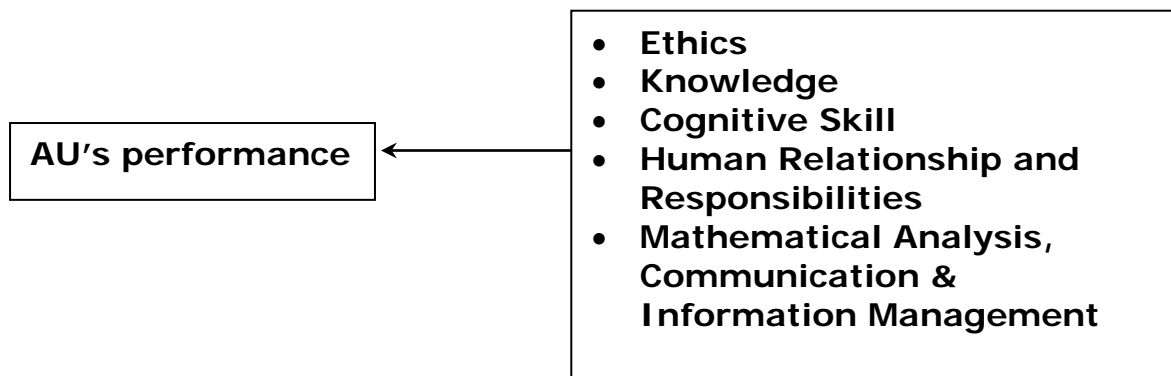
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Stakeholders Satisfaction Index of Assumption University Batch 43

Assumption University has provided educational service as no-profit organization for over 40 years. Au's market Employer have involved in its continuity for providing best education to those who have been seeking for knowledge --- life-long learning --- in order to develop their quality of life both working life and private life. AU's stakeholders are valuable to reflect what they have seen, both direct and indirect experiences, on AU and what they have thought of AU. This is the way for AU to know itself better.

Conceptual Framework



Satisfaction is a feeling potential, Ethics, knowledge, Cognitive Skill, Human Relationship and Responsibilities and Mathematical Analysis, Communication & Information Management etc. by use TQF (Thailand Quality Framework) of ONESQA to be indicator for this survey.

Satisfaction is the way something is regarded, and it is believed to be what it likes, or the way something resulted from the way it has been done or performed.

Respondents

Market Employer
- 1004 respondents

In each part, respondent profiles were summarized according to the various categories such as sex and age range

Score Interpretation

For this research, expectation and perception score varied from 1 to 5 as the following explanations.

- 1 = Very low satisfaction
- 2 = Low satisfaction
- 3 = Moderate
- 4 = high satisfaction
- 5 = Very satisfaction

As the result of computation, satisfaction scores are mean score of what respondents have experienced according to the issues with correspondent of the questions ask in the questionnaire. The score interval of mean scores can be concluded as the following explanations.

- 1.00 to 1.50 = Very low satisfaction
- 1.51 to 2.50 = Low satisfaction
- 2.51 to 3.50 = Moderate satisfaction
- 3.51 to 4.50 = High satisfaction
- 4.51 to 5.00 = Very high satisfaction

Satisfaction Scoring (Market Employer) by Aspect

AU's Stakeholders	Number of Respondents	Satisfaction Score
Ethics	4.03	0.488
Knowledge	4.00	0.532
Cognitive Skill	4.00	0.564
Human Relationship and Responsibilities	4.14	0.487
Mathematical Analysis, Communication & Information Management	4.09	0.525

All respondents generally had *high* satisfaction on all aspects. They generally had *high* perception on all aspect and then the major satisfaction was on ***Human Relationship and Responsibilities***.

**Summary of
Market Employer Satisfaction Index of
Assumption University
Academic Year 2015**

AU's Performance by Items

All Respondents

AU's Performance by Items Market Employer: University Level

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	495	49.30%
	Female	509	50.70%
	Total	1004	100.00%
Age	Lower than 30 years old	352	35.06%
	30 - 39 years old	361	35.96%
	40 - 49 years old	154	15.34%
	50 - 59 years old	106	10.56%
	60 years old or over	31	3.09%
	Total	1004	100.00%

1004 market employers answered to the questionnaires. They were 495 males (49.30%) and 509 females (50.70%).

352 market employers (35.06%) were younger than 30 years old, 361 market employers (35.96%) were 30 – 39 years old, 154 market employers (15.34%) were 40 – 49 years old, 106 market employers (10.56%) were 50 - 59 years old and 31 market employers (3.09%) were elder than 60 years old.

Satisfaction Score

Ethics		Number of Respondents	Mean	S.D.
1	Compassionate, help others	1004	4.00	0.682
2	Honesty in work, Ethics in work	1004	4.30	0.695
3	Speak truthfully	1004	4.15	0.700
4	Just and right attitude	1004	4.12	0.700
5	Self-control	1004	3.94	0.717
6	Honest to self and others	1004	4.23	0.679
7	Discipline in work	1004	4.04	0.756
8	Responsibility to work	1004	4.20	0.718
9	Control over body, speech and mind	1004	3.93	0.758
10	Patience and temperance	1004	3.84	0.755
11	Practice frugality or thriftiness	1004	3.72	0.791
12	Sacrifice	1004	3.99	0.749
13	Industriousness	1004	4.16	0.704
14	Thoroughness	1004	3.95	0.737
15	Social & environmental awareness	1004	3.93	0.786

Au's market employers generally had *high* satisfaction on all aspects of **Ethics**. The major satisfaction of **Ethics** was on ***Honesty in work, Ethics in work***.

Knowledge		Number of Respondents	Mean	S.D.
1	Have enough knowledge for working	1004	4.00	0.685
2	Comprehension ability	1004	4.03	0.691
3	Ability to apply theory to new situation	1004	4.01	0.690
4	Ability to apply knowledge to solve problems in the work place	1004	4.07	0.670
5	Application of knowledge to research	1004	3.89	0.724

Au's market employers generally had *high* satisfaction on all aspects of **Knowledge**. The major satisfaction of **Knowledge** was on **Comprehension ability**.

Cognitive Skill		Number of Respondents	Mean	S.D.
1	Systematic thinking, analytical ability, suggestion & reasoning for decision making	1004	3.98	0.718
2	Ability to work under pressure	1004	3.95	0.735
3	Look for new knowledge & self-improvement	1004	3.99	0.739
4	Ability to use information for problem solving	1004	4.06	0.695

Au's market employers generally had *high* satisfaction on all aspects of **Cognitive Skill**. The major satisfaction of **Cognitive Skill** was on **Ability to use information for problem solving**.

Human Relationship and Responsibilities		Number of Respondents	Mean	S.D.
1	Carry out work in compliance with standard operational procedure to finish the job	1004	4.16	0.679
2	Carry out work without violating the rights of others and accountable for work	1004	4.20	0.654
3	Team work skill to achieve organization target/goals	1004	4.13	0.713
4	Observe law, control or agreement	1004	4.21	0.708
5	Participate & foster group problem solving creatively	1004	4.07	0.698
6	Initiative in problem analysis in accordance with group consensus	1004	4.04	0.680

Au's market employers generally had *high* satisfaction on all aspects of **Human Relationship and Responsibilities**. The major satisfaction of **Human Relationship and Responsibilities** was on ***Observe law, control or agreement***.

Mathematical Analysis, Communication & Information Management		Number of Respondents	Mean	S.D.
1	Skills on applied mathematics and interpretation	1004	3.82	0.809
2	Effective communication	1004	4.13	0.665
3	Ability to use computer for finding information and for communication	1004	4.17	0.735
4	Ability in management of information system	1004	4.22	0.713
5	Ability to use information technology for presentation appropriately for work or for group of people	1004	4.10	0.693

Au's market employers generally had *high* satisfaction on all aspects of **Mathematical Analysis, Communication & Information Management**. The major satisfaction of **Mathematical Analysis, Communication & Information Management** was on ***Ability in management of information system***.

Satisfaction Scoring by Aspect

Aspect	Number of Respondents	Mean	S.D.
Ethics	1004	4.03	0.488
Knowledge	1004	4.00	0.532
Cognitive Skill	1004	4.00	0.564
Human Relationship and Responsibilities	1004	4.14	0.487
Mathematical Analysis, Communication & Information Management	1004	4.09	0.525

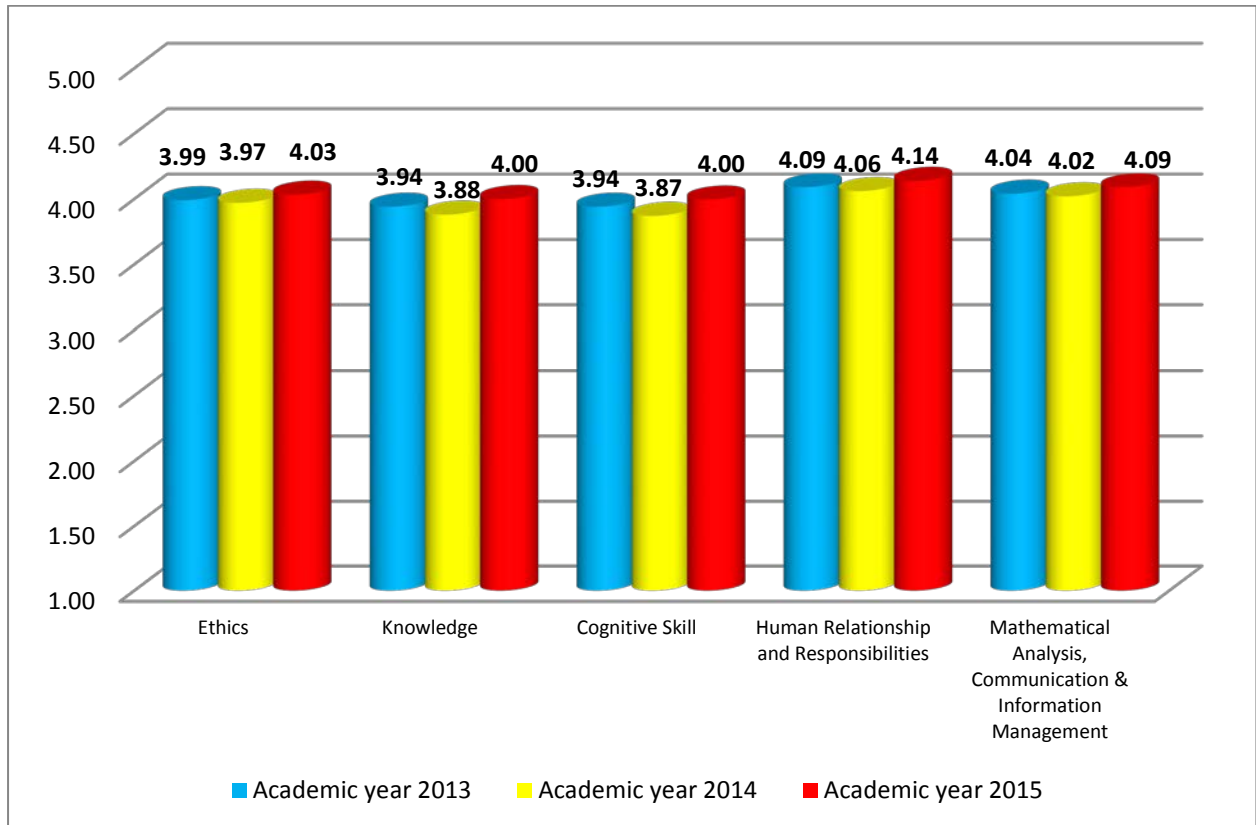
Au's market employers generally had *high* satisfaction on all aspects. The major satisfaction was on ***Human Relationship and Responsibilities***.

Overall Satisfaction Scoring

AU's Market Employers Satisfaction overall	Number of Respondents	Mean	S.D.
AU's Market Employers Satisfaction overall	1004	4.05	0.417

Au's market employers generally had *high* satisfaction on ***AU's Market Employers Satisfaction overall***.

Market Employer Satisfaction Index Academic Year 2013-2015



Remark: TQF (Thailand Quality Framework) of ONESQA start to used Academic Year 2013

Market employer of AU's gradates academic year 2013-2015 generally had *high* satisfaction all aspects by the major satisfaction was in ***Human Relationship and Responsibility***.

The mean difference between of Market Employer Satisfaction Index Academic Year 2013 To 2015 showed that Academic Year 2015 more than Academic Year 2014 for 5 dimensions of TQF of ONESQA, that is focus in the next year by concern on ***Knowledge*** and ***Cognitive Skill*** because the both dimensions had less than other dimensions.