



# SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY DEVELOPMENT

ACADEMIC YEAR 2015

**PROJECT ADVISOR:**

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## Executive Summary

The outcomes of the Satisfaction Survey in the Implementation of the Assumption University is Policy in Developing AU Uniqueness and Identities are explained in two indicators of

- AU Uniqueness
- AU Identity Development

### The survey was separated 2 parts

- Part I : AU Community Satisfaction
- Part II : Market Employers Satisfaction

### Part I : AU Community Satisfaction

The overall AU Community has the satisfactory level of “High Satisfaction” All two indicators of 1) AU Uniqueness and 2) AU Identity Development However, Overall when considering in details 3 parts, the Au were satisfied with AU Uniqueness with score of 3.84 AU Identity Development with score of 3.82 and Integrity, Social Consciousness & Discipline with score of 3.79 respectively.

AU Uniqueness and AU Identity Development by The Students were satisfied with AU Uniqueness with score of 3.81 AU Identity Development with score of 3.81 and Integrity, Social Consciousness & Discipline with score of 3.78 respectively.

The Lecturers were satisfied with AU Uniqueness with score of 4.05 AU Identity Development with score of 3.99 and Integrity, Social Consciousness & Discipline with score of 3.88 respectively.

The Staff were satisfied with AU Uniqueness with score of 3.86 AU Identity Development with score of 3.81 and Integrity, Social Consciousness & Discipline with score of 3.82 respectively.

Indicators and Items The Students were satisfied International University with score of 3.84, English Competency with score of 3.81 and Entrepreneurial Spirit with score of 3.81 respectively.

The Lecturers were satisfied Catholic University with score of 4.08, English Competency with score of 4.03 and International University and Entrepreneurial Spirit with same score of 4.02 respectively.

The Staff were satisfied Catholic University and English Competency with same score of 3.87, International University with score of 3.86 and Entrepreneurial Spirit with score of 3.81 respectively.

### Part II : Market Employers Satisfaction

AU Identity: market employers generally had *high* satisfaction on English *Proficiency* (4.08), *Ethics* (3.97) and *Entrepreneurship* (3.83). The major satisfaction was on *English Proficiency* which has score 4.08 .