

**A STUDY ON
GRADUATED STUDENTS'
SATISFACTION LEVEL TOWARD PROGRAM QUALITY
BATCH 45**

PROJECT ADVISORS:

Asst.Prof.Dr.Worayuth Sriwarakuel
Dr.Preecha Methavasarakhak

RESEARCHERS:

Laphatsakorn Klaiwong
Juthaporn Wanarat

Institute for Research and Academic Services

June 2018



EXECUTIVE SUMMARY

The main objective of this research, entitled *A Study of Graduated Students' Satisfaction toward Program Quality (Batch 45)*, is to investigate the satisfaction of Assumption University graduates of Batch 45 on seven aspects of the University's performance: Programs, Lecturers, Teaching and Learning, Evaluation, Student Advising, Extra-curricular Activities and Learning Development/Improvement. The samples in this study included the graduates from both undergraduate and graduate programs of the Batch 45. Out of the total numbers of 3,057 graduates, there were 2,358 Bachelor's degree, 658 Master's degree, and 41 Doctoral degree graduates. The Online Graduates Registration (OGR) System was employed in the data collection procedure, and descriptive statistics including numbers, percentage, mean, and standard deviation was used in the study as well. The findings are summarized as follows:

Profiles of the Respondents

Out of the total number of 3,057 respondents, the percentages of the Bachelor's degree, Master's degree, and Doctoral degree graduates are 77.1% (2,358), 21.5% (658), and 1.3% (41) respectively.

Findings

The responses from the OGR survey questionnaires are analyzed, and the findings are presented according to the seven aspects of the University's performance.

Programs

The respondents' satisfaction on the aspect of Programs is rated at a high level with the average score of 3.92. The respondents are most satisfied with the usefulness of the courses offered (3.97) and the knowledge acquired that enables them to get jobs easily (3.92) respectively. The respondents are least satisfied with non-updated contents (3.88). The University should consider improving this aspect as a first priority.

Lecturers

The respondents' satisfaction on the aspect of Lecturers is rated at a high level with the average score of 3.99. The respondents are most satisfied with knowledge and experiences of the lecturers that are related to the courses they teach (4.03), their teaching of syllabus contents within the time-frame given (4.01), and their encouragement of students to engage in self-directed learning and self-development (3.98) respectively. The respondents are least satisfied with the lecturers' teaching methodology (3.94). Thus teaching methodology should be considered among first priorities to be improved.

Teaching and Learning

The respondents' satisfaction on the aspect of Teaching and Learning is rated at a high level with the average score of 3.94. The respondents are most satisfied with teaching strategies enhancing critical analytical and problem-solving skills (3.97). The lowest score of graduated students' satisfaction is 3.92. It is the same score of the three features, namely, teaching and learning activities being in accordance with the objectives of the program, the appropriate courses and supplementary materials as well as educational technologies provided to students, and other facilities such as Classrooms, libraries, and laboratories. The University should consider improving these 2 features of teaching and learning as priorities.

Evaluation

The respondents' satisfaction on the aspect of Evaluation is rated at a high level with the average score of 3.90. The respondents are most satisfied with evaluation methods and assessment of students' performance carried out as specified in the course syllabus (3.93). The fairness, transparency, and verifiability of the evaluation methods and assessment of performance have got the score of 3.90. The correspondence between the evaluation methods and the objectives of the course has got the lowest score of 3.88. Thus it should be improved as a first priority of this aspect.

Student Advising

The respondents' satisfaction on the aspect of Student Advising is rated at a high level with the average score of 3.92. Both indicators of this aspect, namely, advice and guidance given when needed and advice including learning, study plan, registration and other problems, have got the same score of 3.92. Thus the high level of satisfaction should be maintained and more increased.

Extra-curricular Activities

The respondents' satisfaction on the aspect of Extra-curricular Activities is rated at a high level with the average score of 3.86. The two features of this aspect, namely, the enhancement of knowledge and the establishment of networks, have got the highest score of 3.88. The lowest score of 3.84 belongs to the first orientation (Freshmen Orientation) and the last orientation as well. Thus the University should improve both the first and the last orientations.

Learning Development/Improvement

The respondents' satisfaction on the aspect of Learning Development/Improvement is rated at a high level with the average score of 4.06. The respondents are most satisfied with interpersonal skills and responsibility (4.11), knowledge (4.10) and analytical analysis, communication and information technology skills (4.07) respectively. The graduates are least satisfied with morals and ethics (3.99). Thus the University should put an emphasis on how to help students improve their morals and ethics.

Table 1 Rankings of Average Satisfaction Scores of the Aspects of Program Quality

Aspects of the Program Quality	The Opinion of the AU Graduates		
	Batch 45 (n=3,057)		
	Mean	SD	Rankings
Programs	3.92	0.62	4
Lecturers	3.99	0.61	2
Teaching and Learning	3.94	0.58	3
Evaluation	3.90	0.63	5
Student Advising	3.92	0.68	4
Extra-curricular Activities	3.86	0.61	6
Learning Development/Improvement	4.06	0.64	1
Overall Aspects	3.95	0.54	

From the above diagram the aspect getting the highest score of 4.06 is Learning Development/Improvement whereas the one getting the lowest score of 3.86 is Extra-curricular Activities. In summary, all aspects of the program quality have got the average scores within the range of the high level (3.51-4.50)