
Market Employer Satisfaction Index of Assumption University Graduates *Batch 45*

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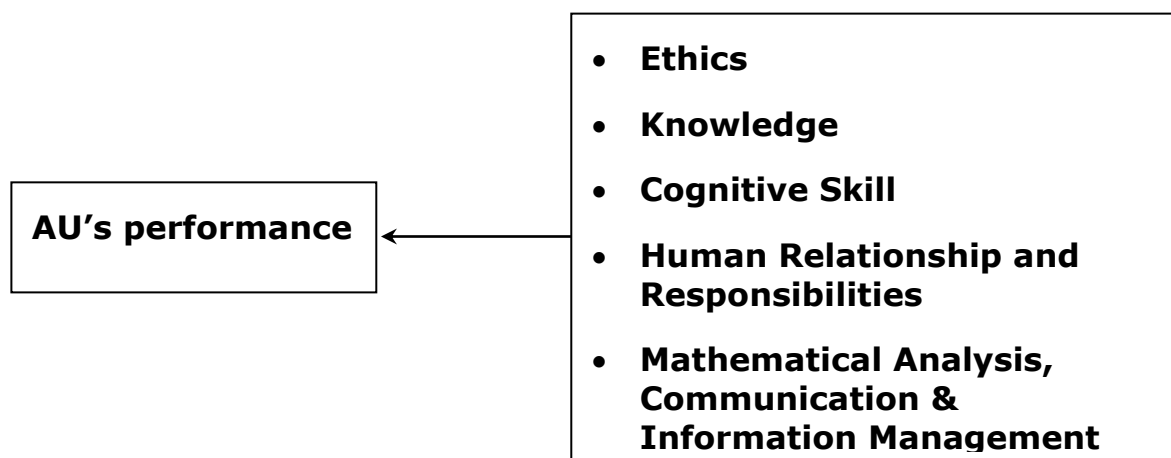
**Institute for Research and Academic Services
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**Market Employer Satisfaction Index of
Assumption University
Graduates Batch 45**

Stakeholders Satisfaction Index of Assumption University Batch 45

Assumption University has provided educational service as no-profit organization for 50 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
- 1177 respondents

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

Market Employer represents Au's Graduate by faculty of Assumption University depend on ONESQA

Au's Faculty	Number of Graduates who were employed	Number of Graduates who were employed	Number of Graduates who were evaluated
Montfort Del Rosario School of Architecture and Design (Bachelor Degree)	83	21	25.30%
School of Arts (Bachelor Degree)	588	155	26.36%
School of Biotechnology (Bachelor Degree)	15	5	33.33%
Martin De Tours School of Management and Economics (Bachelor Degree)	1244	588	47.27%
Albert Laurence School of Communication Arts (Bachelor Degree)	327	83	25.38%
Vincent Mary School of Engineer (Bachelor Degree)	68	20	29.41%
School of Law (Bachelor Degree)	86	26	30.23%
School of Music (Bachelor Degree)	13	4	30.77%
Bernadette De Lourdes School of Nursing Science (Bachelor Degree)	36	22	61.11%
Vincent Mary School of Science and Technology (Bachelor Degree)	37	22	59.46%
Graduate School of Business (Master Degree)	543	152	27.99%
Graduate School of E-learning (Master Degree)	20	8	40.00%
Graduate School of Human Science (Master Degree)	55	21	38.18%
Graduate School of Biotechnology (Master Degree)	6	2	33.33%
Graduate School of Law (Master Degree)	33	17	51.52%
Martin De Tours School of Management and Economics (Master Degree)	13	6	46.15%
Vincent Mary School of Science and Technology (Master Degree)	14	8	57.14%
Graduate School of Business (PH. D)	15	5	33.33%
Graduate School of E-learning (PH. D)	2	1	50.00%
Graduate School of Human Science (PH. D)	13	4	30.77%
Martin De Tours School of Management and Economics (PH. D)	7	4	57.14%
Vincent Mary School of Science & Technology (PH. D)	5	3	60.00%

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.

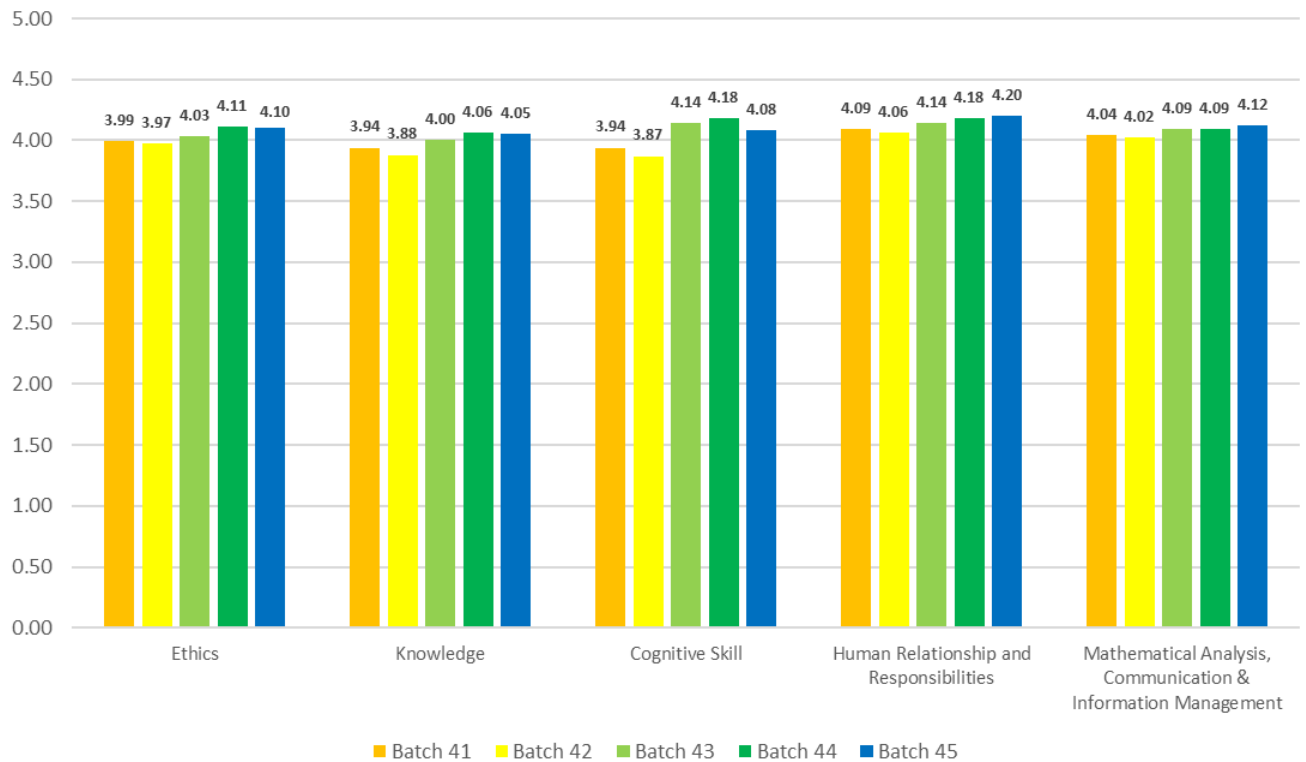
- 1.00 to 1.50 = Very low satisfaction
- 1.51 to 2.50 = Low satisfaction
- 2.51 to 3.50 = Moderate satisfaction
- 3.51 to 4.50 = High satisfaction
- 4.51 to 5.00 = Very high satisfaction

Satisfaction Scoring (Market Employer) by Aspect

AU's Stakeholders	Number of Respondents	Satisfaction Score
Ethics	4.10	0.52
Knowledge	4.05	0.57
Cognitive Skill	4.08	0.59
Human Relationship and Responsibilities	4.20	0.54
Mathematical Analysis, Communication & Information Management	4.12	0.57

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**.

Market Employer Satisfaction Index Batch 41-45



Remark: TQF (Thailand Quality Framework) of ONESQA start to use Batch 41

Market employer of AU's graduates Batch 41-45 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 Batch 41 To Batch 45 showed that Batch 45 less than Batch 44 for 3 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.

AU's Performance by Items Market Employer: University Level

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	482	40.95%
	Female	695	59.05%
	Total	1177	100.00%
Age	Lower than 30 years old	139	11.81%
	30 - 39 years old	428	36.36%
	40 - 49 years old	457	38.83%
	50 - 59 years old	124	10.54%
	60 years old or over	29	2.46%
	Total	1177	100.00%

1177 market employers answered to the questionnaires. They were 482 males (40.95%) and 695 females (59.05%).

139 market employers (11.81%) were younger than 30 years old, 428 market employers (36.36%) were 30 – 39 years old, 457 market employers (38.83%) were 40 – 49 years old, 124 market employers (10.54%) was 50 - 59 years old and 29 market employers (2.46%) were elder than 60 years old.

Satisfaction Score

Ethics		Number of Respondents	Mean	S.D.
1	Compassionate, help others	1177	4.06	0.73
2	Honesty in work, Ethics in work	1177	4.32	0.69
3	Speak truthfully	1177	4.20	0.72
4	Just and right attitude	1177	4.17	0.72
5	Self-control	1177	4.02	0.76
6	Honest to self and others	1177	4.29	0.68
7	Discipline in work	1177	4.13	0.79
8	Responsibility to work	1177	4.27	0.72
9	Control over body, speech and mind	1177	4.07	0.79
10	Patience and temperance	1177	3.96	0.80
11	Practice frugality or thriftiness	1177	3.80	0.81
12	Sacrifice	1177	3.98	0.78
13	Industriousness	1177	4.15	0.75
14	Thoroughness	1177	4.00	0.72
15	Social & environmental awareness	1177	4.03	0.79

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	1177	4.04	0.69
2	Comprehension ability	1177	4.09	0.74
3	Ability to apply theory to new situation	1177	4.01	0.74
4	Ability to apply knowledge to solve problems in the work place	1177	4.08	0.73
5	Application of knowledge to research	1177	4.03	0.77

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	1177	4.10	0.71
2	Ability to work under pressure	1177	4.02	0.73
3	Look for new knowledge & self-improvement	1177	4.10	0.75
4	Ability to use information for problem solving	1177	4.09	0.73

Au's market employers generally had *high* satisfaction on all aspects of **Cognitive Skill**. The major satisfaction of **Cognitive Skill** was on **Look for new knowledge & self-improvement**.

Human Relationship and Responsibilities		Number of Respondents	Mean	S.D.
1	Carry out work in compliance with standard operational procedure to finish the job	1177	4.21	0.70
2	Carry out work without violating the rights of others and accountable for work	1177	4.22	0.75
3	Team work skill to achieve organization target/goals	1177	4.21	0.69
4	Observe law, control or agreement	1177	4.26	0.72
5	Participate & foster group problem solving creatively	1177	4.16	0.73
6	Initiative in problem analysis in accordance with group consensus	1177	4.15	0.72

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	1177	3.88	0.79
2	Effective communication	1177	4.20	0.76
3	Ability to use computer for finding information and for communication	1177	4.20	0.73
4	Ability in management of information system	1177	4.16	0.74
5	Ability to use information technology for presentation appropriately for work or for group of people	1177	4.19	0.74

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 ***Effective communication*** and ***Ability in management of information system***.

Satisfaction Scoring by Aspect

Aspect	Number of Respondents	Mean	S.D.
Ethics	1177	4.10	0.52
Knowledge	1177	4.05	0.57
Cognitive Skill	1177	4.08	0.59
Human Relationship and Responsibilities	1177	4.20	0.54
Mathematical Analysis, Communication & Information Management	1177	4.12	0.57

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	1177	4.11	0.47

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

The University is one of the top Universities in Thailand

1. AU is the top three among the universities in Thailand

Market Employer's perception, which rank should Assumption University be among the Universities in Thailand.

Rank	Percentage of ranking
1	7.64%
2	5.13%
3	14.57%
4	11.76%
5	20.40%
6	6.33%
7	5.23%
8	5.33%
9	1.71%
10	12.16%
More than 10	9.75%

Au's market employers in opinion generally was AU to be ranking no. 5 (20.40%) of the universities in Thailand.

2. AU is the top one among the private universities in Thailand

Market Employer's perception, which rank should Assumption University be among the Private Universities in Thailand.

Rank	Percentage of ranking
1	74.00%
2	12.35%
3	5.88%
4	1.69%
5	2.19%
More than 5	3.88%

Au's market employers in opinion generally was AU to be ranking no. 1 (74.00%) of the Private universities in Thailand.