



SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY IMPLEMENTATION

Academic Year 2017

Project Advisor:
Preecha Methavasarakh, Ph.D.

Project Researchers:
Chananton Thanakultheeladit
Ratikorn Chuensuksomboon

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Institute for Research and Academic Services

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May 2018**

Executive Summary

The outcomes of the Satisfaction Survey on AU Uniqueness and Identities Implementation were classified into 3 dimension as follows:

- AU Uniqueness
- AU Identity Development
- AU Integrity and Social Consciousness & Discipline

The survey was separated into 2 parts

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

Part I : AU Community Satisfaction

The majority of AU Community had a high level satisfaction with all dimensions. As the overall result indicated that all three dimensions; AU Uniqueness, AU Identity Development and AU Integrity, Social Consciousness & Discipline; had the same mean scores of 3.95.

Students were also highly satisfied with AU Uniqueness and AU Identity Development at 3.90 and AU Integrity, Social Consciousness & Discipline were 3.91 respectively.

Lecturers were highly satisfied with AU Uniqueness at 4.25, AU Identity Development was 4.19, and AU Integrity, Social Consciousness & Discipline was 4.08 respectively.

Staff members were highly satisfied with AU Uniqueness at 4.39, AU Identity Development and AU Integrity, Social Consciousness & Discipline had the same mean scores of 4.35.

The Satisfaction Level of each indicator within the three dimensions.

The result indicated that Students were highly satisfied all indicators; International University, English Competency, Entrepreneurial Spirit and Integrity, Social Consciousness & Discipline got the same mean scores of 3.91 as well as Catholic University and Ethics were 3.90.

Lecturers were highly satisfied Catholic University with the mean scores of 4.35, English Competency was 4.23 and Entrepreneurial Spirit was 4.21 respectively.

Staff members were highly satisfied with Catholic University with the mean scores of 4.43, International University was 4.36 and Integrity, Social Consciousness & Discipline was 4.35 respectively.