

ABSTRACT

This research aimed at measuring Thammasat students' degree of satisfaction towards Student Exchange Program of the Office of International Affairs (OIA), Thammasat University and also sought for the customers' suggestions for further improvement. The study primarily focused on the students' satisfaction with products, service, and coordinators. The samples in this study were 91 Thammasat students who have participated in the program between 2006 – 2008.

A self-administrative questionnaire was created to explore the respondents' general information, level of satisfaction, and their comments and recommendations. The questionnaire was distributed by emailing to 220 students who have joined the program between 2006 – 2008. After the deadline, there were 91 students who had completed and returned the questionnaires to the researcher. After all the data was collected, the Statistical Package for Social Sciences (SPSS) program was used to analyze the data.

The findings revealed that the overall satisfaction of the student exchange program was at a “high” level. The products and coordinators were rated at a “Very high” level while service was at a “high” level. However, there were some elements that needed to be improved: the variety of partner universities, the public relations system, the participant selection process, and the coordinators' knowledge about the partner university. The findings are expected to contribute to the quality improvement of the student exchange program in order to completely and profoundly satisfy the students' needs.