

## CHAPTER FOUR

### RESULTS

The previous chapter explained the methodology used in this study. This chapter reports the results of a survey on Thammasat Students' satisfaction with the student exchange program of the Office of International Affairs (OIA) which are divided into three parts based on the questionnaire as follows:

Part 1: General information

Part 2: Satisfaction with the student exchange program

Part 3: Suggestions and Comments

#### 4.1 DEMOGRAPHIC DATA OF THE RESPONDENTS

The following tables are the data analyses of Thammasat students having participated in the student exchange program varied from sex, age, year of participation, sub-program which a respondent joined (Australia, Europe, USA, China, Japan, or Korea), host university, and source of service user.

The total respondents in this study were 91 students. The number of female respondents--69.2 percent--was higher than the number of male respondent--30.8 percent (See Table 1).

*Table 1. Respondents' Sex*

<b>Sex</b>	<b>Frequency</b>	<b>Percent</b>
Female	63	69.2
Male	28	30.8
<b>Total</b>	<b>91</b>	<b>100.0</b>

As shown in Table 2, the majority of respondents (36.3%) were 22 years old, followed by 21 years old (25.3%), 23 years old (16.5%), 20 years old (12.1%), 24 years old (5.5%), 19 years old (2.2%), and 25-30 years old (2.2%).

*Table 2. Respondents' Age*

Age (yrs.)	Frequency	Percent
19	2	2.2
20	11	12.1
21	23	25.3
22	33	36.3
23	15	16.5
24	5	5.5
25-30	2	2.2
<b>Total</b>	<b>91</b>	<b>100.0</b>

Out of 91 exchange students, almost half of the respondents (48.4%) participated in the student exchange program in 2008, while 34.1% and 17.6% of them participated in 2007 and 2006, respectively (See Table 3).

*Table 3. Year of Participation*

Year of Participation	Frequency	Percent
2006	16	17.6
2007	31	34.1
2008	44	48.4
<b>Total</b>	<b>91</b>	<b>100.0</b>

Table 4 shows that most respondents (37.4%) joined the exchange student program with partner universities in Japan while 27.5% of them went to USA for overseas exchange, followed by Europe (14.3%), Korea (9.9%), Australia (7.7%), and China (3.3%).

*Table 4. Sub-Program Which a Respondent Joined*

<b>Sub-program</b>	<b>Frequency</b>	<b>Percent</b>
Australia	7	7.7
Europe	13	14.3
USA	25	27.5
China	3	3.3
Japan	34	37.4
Korea	9	9.9
<b>Total</b>	<b>91</b>	<b>100.0</b>

Table 5 reveals the results of media which brought the students to OIA. In this question, the respondents could answer more than one medium; therefore, the total responses--118--were greater than the total number of samples--91. It is noticeable that 60.2% of responses heard about the exchange student program from reference or word of mouth, followed distantly by printed media: brochure, poster, leaflet, handbook (16.1%). The program was made known to 14.4% of the students by exhibition or the student exchange program guidance events, while website and other media brought only 8.5% and 0.8% of the respondents, respectively.

*Table 5. Source of Service User*

<b>Source of Service User</b>	<b>Frequency</b>	<b>Percent</b>
Reference	71	60.2
Printed media	19	16.1
Exhibition	17	14.4
Website	10	8.5
Other	1	0.8
<b>Total</b>	<b>118</b>	<b>100.0</b>

## 4.2 RESPONDENTS' SATISFACTION TOWARDS THE STUDENT EXCHANGE PROGRAM

The tables below show the items of the questionnaire surveying the degree of satisfaction towards the student exchange program among Thammasat students. Items 1-3 were applied to measure the level of satisfaction with the product. Items 4-20 were created to investigate the level of satisfaction towards the service and items 21-32 were to explore the level of satisfaction with the staff.

Table 6 presents the respondents' satisfaction with the product of the student exchange program. The overall satisfaction with the product was rated at a "very high" level with a mean score of 4.27. The results revealed that participants were extremely satisfied with the reputation and the quality of the partner universities with mean scores of 4.29 and 4.37, respectively. However, the respondents were satisfied with the variety of partner universities at a "high" level with a mean score of 4.15.

*Table 6. Level of Satisfaction With Product*

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	mean	Level of Satisfaction
1. I was satisfied with the variety of partner universities.	27 29.7%	54 59.3%	7 7.7%	3 3.3%		4.15	High
2. I was satisfied with the reputation of partner universities.	32 35.2%	55 60.4%	2 2.2%	2 2.2%		4.29	Very High
3. I was satisfied with the quality of my chosen institute.	47 51.6%	35 38.5%	5 5.5%	4 4.4%		4.37	Very High
<b>The product was rated at "very high" level</b>						<b>4.27</b>	

Tables 7-12 below present the respondents' satisfaction with the service of the student exchange program of the Office International Affairs, Thammasat University. As the results show in these tables, it can be concluded that the overall satisfaction towards the service was at a "high" level with a mean score of 3.98.

According to Table 7, the average level of satisfaction with the public relations system was rated at "high" with a mean score of 3.87. Most respondents (45.1%) reported "moderate" satisfaction with the coverage of information distribution; however, those satisfied--41.8%--were around three times higher than those dissatisfied--13.2%.

For information updating, 60.5% of participants were satisfied while only 7.7% of them were dissatisfied and the rest (31.9%) felt neutral.

For the variety of channels, although almost half of respondents (46.2%) were neither satisfied nor dissatisfied with the variety of information channels, 44% of them were satisfied while only 9.9% were not.

Regarding the accessibility of information, the students reported that the information was accessible by face-to-face interaction and email at a "very high" level with mean scores of 4.42 and 4.33, respectively while telephone was at a "high" level with a mean score of 4.20.

*Table 7. Level of Satisfaction With Public Relations System*

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
4. The information was widely distributed.	7 7.7%	31 34.1%	41 45.1%	10 11%	2 2.2%	3.34	Moderate
5. The information was always updated.	15 16.5%	40 44%	29 31.9%	6 6.6%	1 1.1%	3.68	High
6. The information was distributed through various channels.	9 9.9%	31 34.1%	42 46.2%	8 8.8%	1 1.1%	3.43	High

*(Table continues)*

Table 7. (continued)

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
7. The information was accurate and easy to understand.	11 12.1%	46 50.5%	29 31.9%	4 4.4%	1 1.1%	3.68	High
8. The information was accessible by phone.	36 39.6%	41 45.1%	11 12.1%	2 2.2%	1 1.1%	4.20	High
9. The information was accessible by email.	42 46.2%	40 44%	7 7.7%	1 1.1%	1 1.1%	4.33	Very High
10. The information was accessible by face-to-face interaction.	50 54.9%	32 35.2%	7 7.7%	1 1.1%	1 1.1%	4.42	Very High
<b>Average satisfaction on public relations system</b>						<b>3.87</b>	<b>High</b>

Table 8 points out that the average satisfaction with the application procedure for the student exchange program was at a “high” level with a mean score of 4.00. More than two-thirds of the students were satisfied with the duration of the application process and the speed and convenience of procedure while less than 7% were not.

For the advice on selecting a host university, the highest percent belonged to the group of respondents who were satisfied (42.9%), followed by the neutral group (28.6%), the strongly satisfied group (23.1%), and the dissatisfied group (5.5%).

Regarding the advice on preparing an application document, 87.9% of the students reported that they received satisfactory advice while only 5.5% of them felt dissatisfied and 13.2% were neutral.



Table 8. Level of Satisfaction With Procedure of Application for the Student Exchange Program

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
11. The duration of the application process was appropriate.	33 36.3%	40 44%	12 13.2%	5 5.5%	1 1.1%	4.09	High
12. The procedure of the application process was speedy and convenient.	16 17.6%	51 56%	19 20.9%	4 4.4%	1 1.1%	3.85	High
13. I received satisfactory advice on selecting a host university.	21 23.1%	39 42.9%	26 28.6%	5 5.5%		3.84	High
14. I received satisfactory advice on preparing an application document.	31 34.1%	49 53.8%	10 11%	1 1.1%		4.20	High
<b>Average satisfaction on procedure of application for the student exchange program</b>						<b>4.00</b>	<b>High</b>

Table 9 indicates that the selection process was rated at a “high” level with a mean score of 3.97. More than two-thirds of the participants (about 70-80%) were satisfied with the pattern, the difficulty, and the reliability of the selection process.

Table 9. Level of Satisfaction With Participant Selection Process

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
15. The selection pattern (interview) was appropriate.	26 28.6%	47 51.6%	12 13.2%	5 5.5%	1 1.1%	4.01	High
16. The level of difficulty of selection process was appropriate.	21 23.1%	50 54.9%	15 16.5%	3 3.3%	2 2.2%	3.93	High

(Table continues)

Table 9. (continued)

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
17. The selection process was reliable.	28 30.8%	42 46.2%	14 15.4%	4 4.4%	3 3.3%	3.97	High
<b>Average satisfaction on participant selection process</b>						<b>3.97</b>	<b>High</b>

As shown in Table 10, the average satisfaction with the application procedure for admission to a host university was at a “very high” level with a mean score of 4.26. 85.8% of students revealed that they were “strongly satisfied” with the advice on preparing an application document and they was occasionally informed about the progress of the admission process.

Table 10. Level of Satisfaction with Procedure of Application for Admission to a Host University

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
18. I received satisfactory advice on preparing an application document.	43 47.3%	35 38.5%	11 12.1%	1 1.1%	1 1.1%	4.30	Very High
19. I was occasionally informed about the progress of the admission process.	38 41.8%	40 44%	9 9.9%	3 3.3%	1 1.1%	4.22	Very High
<b>Average satisfaction on procedure of application for admission to a host university</b>						<b>4.26</b>	<b>Very High</b>

Table 11 presents that the participants’ satisfaction with assistance while abroad was rated at a “high” level with a mean score of 4.12. Those satisfied were the biggest group (49.5%), followed by strongly satisfied group (33%), the neutral group (14.3%), and the dissatisfied group (3.3%).



Table 11. Level of Satisfaction With Assistance While Abroad

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
20. I received satisfactory advice/ assistance while studying abroad.	30 33%	45 49.5%	13 14.3%	3 3.3%		4.12	High

Table 12 reveals that the overall satisfaction towards the coordinators was rated at a “very high” level with a mean score of 4.26. The majority of respondents (90%) were satisfied with the staff’s knowledge about the program while only 9.9% were neutral and none of them reported dissatisfaction.

For the knowledge about the partner universities, the highest percent (39.6%) belonged to the satisfied group, followed closely by the neutral group (37.4%). While the students who were strongly satisfied were 17.6%, the dissatisfied ones were 5.5%.

Half of the participants revealed that the coordinators could provide them accurate information, and a bit less than one-third of them felt neutral.

The majority of the respondents (87.9%) reported satisfaction towards the staff’s ability to explain information clearly and understandably, while 12.1% of them felt neutral.

Regarding the staff’s ability to understand what the students communicated, those satisfied were the biggest group, followed by the strongly satisfied group (40.7%), the neutral group (7.7%), and the dissatisfied one was 1.1%.

89% of the participants were satisfied with the coordinators’ response to their inquiry, while 11% were neutral.

Concerning the coordinators’ capability to deal problems, 57.1% of respondent were satisfied, followed by the strongly satisfied group (30.8%), and the neutral group (12.1%).

94.5% of the respondents reported that they were satisfied with the staff's willingness to coordinate with the partner universities, while only 2.2% of them were dissatisfied.

Almost all respondents (98.9%) revealed that the coordinators' politeness and friendliness were satisfactory.

Most of the people surveyed (45.1%) had strong satisfaction towards the staff's punctuality, followed closely by those who were satisfied (41.8%) while only 4.4% were dissatisfied.

The majority of the respondents (65.9%) expressed strong satisfaction with the accessibility to the coordinators, while only one respondent was dissatisfied.

For the staff's responses to their opinions, comments, and suggestions, 46.2% of participants reported strong satisfaction, followed by those who were satisfied (39.6%) while 14.3% of them were neither satisfied nor dissatisfied.

*Table 12. Level of Satisfaction With Coordinators*

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
21. The staff had ample knowledge about student exchange program.	34 37.4%	48 52.7%	9 9.9%			4.27	Very High
22. The staff had ample knowledge about the partner universities.	16 17.6%	36 39.6%	34 37.4%	5 5.5%		3.69	High
23. The staff were capable to provide accurate information.	17 18.7%	46 50.5%	28 30.8%			3.88	High
24. The staff could explain information clearly and understandably.	32 35.2%	48 52.7%	11 12.1%			4.23	Very High

*(Table continues)*

Table 12. (continued)

Items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Mean	Level of Satisfaction
25. The staff usually understood what I said or communicated.	37 40.7%	46 50.5%	7 7.7%	1 1.1%		4.31	Very High
26. I was satisfied with the staff's response to my inquiry.	29 31.9%	52 57.1%	10 11%			4.21	Very High
27. The staff were capable to deal with problems.	28 30.8%	52 57.1%	11 12.1%			4.19	High
28. The staff were willing to coordinate with the partner universities.	40 44%	46 50.5%	3 3.3%	2 2.2%		4.36	Very High
29. The staff were polite and friendly.	72 79.1%	18 19.8%	1 1.1%			4.78	Very High
30. The staff were punctual.	41 45.1%	38 41.8%	8 8.8%	4 4.4%		4.27	Very High
31. The staff were conveniently contacted through email, telephone, and face-to-face interaction.	60 65.9%	23 25.3%	7 7.7%	1 1.1%		4.56	Very High
32. The staff positively responded to my opinions, comments, and suggestions.	42 46.2%	36 39.6%	13 14.3%			4.32	Very High
<b>The staff were rated at "very high" level</b>						<b>4.26</b>	

According to the data above, the overall mean score of the three sections: product, service, and coordinators, was 4.11 which means that the overall satisfaction towards the student exchange program of the Office of International Affairs, Thammasat University was at a "high" level.

### 4.3 RECOMMENDATIONS AND COMMENTS

In this part, the participants were asked to give some recommendations and comments on the student exchange program of the Office International Affairs, Thammasat University in terms of products, service, and staff. However, as this part was optional, only 36.3% of the participants completed this part.

#### 4.3.1 Recommendations and Comments on Product

The respondents gave their recommendations and comments as follows:

- The coordinators at the host university were good and helpful.
- There should be more partner universities.
- The partner universities were of good quality.
- The host universities made the students feel very welcome.
- The host university arranged many special interesting trips and activities for the participants.
- The staff at the host university provided good quality of service.
- The host university dormitory was comfortable.
- The respondent studying at a university in Korea felt that her aim, to improve Korean language skills, had not been fulfilled because there were not many Korean courses for exchange students. The student suggested that there should be more partner universities in Korea which provided Korean courses for exchange students.
- The program gave the students a good opportunity to improve their language skills.
- The participants gained valuable experience from joining the program; they had opportunities to interact with people from different cultures.

#### 4.3.1 Recommendations and Comments on Service

The students surveyed gave their opinions concerning the service of the student exchange program as below:

- The information providing system was systematic, convenient, and fast.
- More effective public relations system is needed.
- There should be more print media.
- Announcements of available exchange programs should be uploaded to the websites of each faculty so that more students are informed.
- OIA may ask instructors for cooperation to inform the students about the student exchange program.
- Some information regarding admission was not updated.
- It took too long time to distribute the announcement of available exchange program to each faculty.
- One respondent reported that internal document delivery system was defective and almost lost her important document which the host university sent to her.
- The participants suggested that the Office of International Affairs should relocate to Rangsit Campus in order for students to be able to conveniently and rapidly access news, announcement, and information regarding the student exchange program.
- More information related to the partner universities is needed, including the offered courses, course descriptions, and the accommodation.
- There should be clearer criteria for interviewing and the topic or question that would be covered so students can be more prepared.
- The participant selection process should be more standardized. The content and questions for the interview should be at the same level of difficulty for each student.
- The participant selection process should be more difficult since the exchange students are representatives of Thailand; therefore, the students should be highly qualified.
- The people surveyed would like OIA to arrange some activities for the exchange students to get to know each other.

- One respondent said it would be better if OIA expanded its service to travel arrangement and enrollment at the host university and credit transfer.
- The respondents received satisfactory assistance before, during, and after studying abroad.
- There should be more scholarship for needy students

#### **4.3.1 Recommendations and Comments on Coordinators**

The following are the respondent's recommendations and comments on the coordinators.

- The coordinators were helpful and willing to assist.
- The coordinators gave good advice.
- The coordinators were willing to answer questions and give information.
- The coordinators were friendly.
- The coordinators took care of the students very well.
- The participants received satisfactory assistance when having some problems.
- The coordinators should have more knowledge about the partner university and the accommodation.
- There should be more coordinators because when many students approached the staff to ask for information, the staff could not pay attention to every student.