

A COMPARATIVE STUDY OF STUDENTS' PERCEPTION TOWARDS QUALITY ASSURANCE MANAGEMENT ACCORDING TO THEIR DEMOGRAPHICS AT A UNIVERSITY IN BANGKOK, THAILAND

Yanmei Pang¹
Yan Ye²

Abstract: The main purpose of this study was to compare the students' perception towards quality assurance management at a selected university in Bangkok, Thailand. By applying the AUN-QA assessment framework and the theory of total quality management, this study identified students' perception towards 6 categories: 1) top management commitment, 2) academic staff quality, 3) support staff quality, 4) student advice and support, 5) facility and infrastructure and 6) student focus, compared their perceptions according to 3 pieces of demographics. The results of this study indicated that, the students in the target university held a relatively positive attitude towards quality assurance management. Furthermore, students' most satisfying quality assurance management was student advice and support. The independent sample t-test showed that there was no significant difference of students' perceptions towards quality assurance management according to students' gender and nationality, and one-way ANOVA showed that there was no significant difference of students' perception according to their age. The researcher discussed on the research findings and provided corresponding suggestions to related stakeholders including students, academic staff, support staff, and the top leadership at the selected university in Bangkok, Thailand.

Keywords: Students' Perception; Internal Quality Assurance; Total Quality Management; Quality Assurance Management; University in Bangkok.

Introduction

Since the nature of higher education shifted from elite university to mass higher education between the 1950s to the 1960s, it is estimated that the global demand for higher education reach 263 million in 2025 from less than 100 million in 2000 (Karaim, 2011). Correspondingly, there is a rapidly-growing demand for quality. To maintain and ensure the quality is primarily a critical responsibility for higher education institutions (AUN,2006). Confronted with

¹ M.Ed., Teacher, Prasarnmit Demonstration School, Prasarnmit Primary International Program Thailand. yanmeipang0813@gmail.com

² Ph.D., Assistant Professor, Lecturer, Graduate School of Human Sciences, Assumption University, Thailand. norayeyan723@hotmail.com