

## ABSTRACT

Research Project Title: FACTORS RELATING STUDENT SATISFACTION OF ASSUMPTION UNIVERSITY

Researcher/Author: Ms. Pimpichaya Jongkattikarn;

Advisor: Dr. Sasirin SayaSonti

Degree: Master degree of Science in management

School: School of Business Administration, College of Internet Distant Education;

Year: 2008.

The objectives of this study were to determine the relationship between Tangibles, Reliability, Responsiveness, Course Environment and Lecturer competence with Student satisfaction over the Assumption University and to identify factor related to student satisfaction towards Assumption University.

This was a survey research. The population was unknown. The sample were 300 using non-probability sampling method. The data collecting instruments were questionnaire form. The data were analyzed using SPSS for Window Version 15.0.

The findings were as follows:

- 1) From descriptive analysis total 322 sets were returned. And, 300 sets of questionnaire were complete and valid. The data was collected from the volunteers who were studying in Assumption University. The researcher distributes the question area around Assumption University in term of convenience sampling to collect the information from the student directly and wait until they finish the questionnaire. In this research the researcher distributed questionnaires based on convenience. The majority of the respondents was female, income lower than 5,000 and average age was around 20 years old which was sophomore and belong to school of management in Assumption University.
- 2) It was found that all factors (tangibles, reliability, responsiveness, course environment and lecturer competence) had positive relationship with student satisfaction of Assumption University. There was a strong positive relationship between lecturer competence and student satisfaction towards Assumption University. There was moderate positive relationship between tangibles, reliability, and responsiveness and student satisfaction towards Assumption University. Finally, there was a weak positive relationship between course environment and student satisfaction in Assumption University.

Keywords: Tangibles, Reliability, Responsiveness, Course Environment, Lecturer Competence, Student Satisfaction, Assumption University