

## ABSTRACT

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**Key Words:** QUALITY ASSURANCE MANAGEMENT, TOTAL QUALITY  
MANAGEMENT

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

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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 total number of respondents was 57 full-time degree-earning graduate students who completed the research questionnaires. Means and Standard Deviations were used to analyze and present the students' perception towards quality assurance management at the university; independent samples t-test was utilized to compare their perceptions towards quality assurance management according to gender and nationality while one-way ANOVA was applied for comparing perceptions according to students' different ages. 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.

