

THE SATISFACTION OF MOBILE APPLICATION USING ‘LINE OFFICIAL’ FOR PUBLIC RELATION ACADEMIC NEWS: A CASE STUDY OF FACULTY OF SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This study has objective to study satisfaction of mobile application using ‘Line Official’ for public relation academic news of students in the Faculty of Science and Technology, Suan Sunandha Rajabhat University. The researchers sampling size is 343 people from current students, which following and using Line Official’s Academic section. Mobile application testing indicates that this system can be used to assist in public relation academic news and troubleshoot academic issues. Additionally, officers’ Academic Services Sector as a reference and tracking tool, making it easier and more convenient in monitoring students’ education.

Keywords: Application, Line Official, Academic News

1. INTRODUCTION

Thailand 4.0 is an economy development policy vision of Thailand or government economical improvement model, which its priority is mainly to steer National reform in every section of the country in order to adjust, organize, direct and build up improvement road map in a better way to deal with fast pace opportunity and threat in 21st century. Therefore, technology, creativity, innovation and research in development plan, are important key currently, PR Academic of Faculty of Science and Technology has deployed the Thailand 4.0 policy by taking new innovation into account for academic service serving to the student of science and technology faculty which Line group application has been applied since August 2018, However, there are many management issues such as limited number of members in group, the PR which cannot be announced directly to every college year, not only information management that might cause confusion sometimes, but also the way to manage and control all members. For example, the etiquette in public, especially sending the inappropriate message to main user (flood) which has been a big problem for officer to manage it right in time and that affect the organization image. [1]

Due to a fore mention problem, we found that even though Line group gives better results in PR to student than official physical sign, however there is a limitation in number of valid users who can join a group hence the PR cannot be announced to mass receivers. Such a problem triggers the researcher to seek for any other different applications as a replacement. Using Line official for PR in academic information content of Science and Technology, Suan Sunandha Rajabhat University is not only to support and advise the user in more effective way, but also it is able to resolve the problem mention above.

2. OBJECTIVE

To study satisfaction of mobile application using Line Official for public relation academic news.

3. METHODS

This research proposed the satisfaction of mobile application using ‘Line Official’ for public relation academic news: A Case Study of Faculty of Science and Technology, Suan Sunandha Rajabhat University, which the methods have been explained into 4 sections below;

3.1. Population and Sampling

1.1 Population

The population is students who study in Bachelor Degree in Faculty of Science and Technology, Sunan Sunandha Rajabhat University for 2,418 people.

1.2 Sample

The sample is students' Faculty of Science and Technology, Sunan Sunandha Rajabhat University for 2,418 people, and sampling to be calculated is only 343 people. The calculation referred to [2] at 0.05 significant level of deviation. Researchers selected the sampling by Stratified Random Sampling method with department stratification and randomized by population ratio in Table 1.

Table 1 The students' Faculty of Science and Technology, Sunan Sunandha Rajabhat University [3]

Department	Population	Sample
Science	436	62
- Informatics Mathematics	44	6
- Chemistry	83	12
- Industrial Microbiology	85	12
- Biology	143	20
- Applied Physics	31	5
- Applied Statistics	50	7
Applied Science	1,982	281
- Home Economics	371	53
- Biotechnology	32	5
- Information Technology	453	65
- Sport Science and Health	369	52
- Food Science and Technology	109	15
- Computer Science	320	45
- Environmental Science	178	25
- Food and Service Industry	55	8
- Forensic Science	95	13
TOTAL	2,418	343

3.2. Research Instrument

Satisfaction Questionnaire: The satisfaction of mobile application using 'Line Official' for public relation academic news is divided into 2 parts;

Part 1: Users' characteristics by giving basic information by answering 1 question in the questionnaire

Part 2: Satisfaction of mobile application using 'Line Official' for public relation academic news as Likert scales which has 5 levels; very good, good, moderate, low, and very low. This part consists of 7 items

Researchers define questionnaire scores in 5 levels respectively as follows; very good = 5, good = 4, moderate = 3, low = 2, and very low = 1.

In term of satisfaction levels has been defined as follows; very good = 4.50-5.00, good = 3.50-4.49, moderate = 2.50-3.49, low = 1.50-2.49, and very low = 1.00-1.49 by Mean [4].

Tools Creation Process

1. Study from documents and Literature reviews [5]
2. Created and informed Line Official address
3. Created Satisfaction Questionnaire
4. Take Satisfaction Questionnaire presented to advisor to check and further discuss
5. Adjust Satisfaction Questionnaire to completely

3.3. Data Collection

The questionnaire data collected from sampling for 343 people from January to March 2019

3.4. Data Analysis and Statistics

Researchers checked all questionnaire data have been completed correctly, and statistical analyses with statistical package is satisfaction of mobile application using 'Line Official' for public relation academic news using Mean and Standard Deviation. [6]

4. RESULTS

Researchers release a 'Line Official' for public relation academic news to students to feedback then see their answer in the questionnaire, result is comparison of results about of mobile application using 'Line Official' for public relation academic news.

Table 2 Satisfaction of mobile application using 'Line Official' for public relation academic news.

Questionnaire	\bar{x}	S.D.	Satisfaction levels
1. Services with gently, amiably, and friendly	4.12	.52	Good
2. Services with willingly, rapidly, and attentively	4.20	.54	Good
3. Counselling with clearly and correctly	4.16	.54	Good
4. Troubleshooting with suitably	4.22	.54	Good
5. Services methods have befit	4.15	.52	Good
6. Public relation academic news were informed	4.16	.55	Good
7. Keep privacy	4.10	.50	Good
Total	4.16	.53	Good

From Table 2 illustrated that the students satisfy using Line Official for PR academic news. The satisfaction is good. ($\bar{x} = 4.16$). When considering in all dimensions respectively; it was found that the satisfaction was at a good level in all aspects, in the following order. Troubleshooting with suitably ($\bar{x} = 4.22$), Services with willingly, rapidly, and attentively ($\bar{x} = 4.20$), Counselling with clearly and correctly ($\bar{x} = 4.16$), Public relation academic news were informed ($\bar{x} = 4.16$), Services methods have befit ($\bar{x} = 4.15$), Services with gently, amiably, and friendly ($\bar{x} = 4.12$), and Keep privacy ($\bar{x} = 4.10$).

5. CONCLUSION AND FUTURE WORK

The research displays that science and technology student are satisfied with Line official for PR academic news in a good way. To considerate in each section, we found that polite service, courtesy and friendly with a little lower personal confidential. However, both can be escalated in service given to students in the future that align with Charuphatthanakul, K.'s research. The research agreed that the main factor affects to a decision making to use such a technology consist of the level of reliability the easy usage and risk. [7]

In the future, the provider (service center) need to improve the service process to be easier than before, generate attractive media for PR and precise in content/information. In term of security of each individual, the better understanding between PR and client is needed to guarantee that the client is aware of confidential process to secure those content/information to eventually confident in using the application.

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