

FACTORS AFFECTING PUBLIC RELATIONS VIA WEBSITE OF THE FACULTY OF SCIENCES AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY

Suriyapa Soponvasu^{*}, Adisai Tovicha^{**} & Anantachai Aeka^{***}

^{***, **} *Faculty of Science and Technology, Suan Sunandha Rajabhat University,
Bangkok, Thailand*

E-Mail: suriyapar.sh@ssru.ac.th^{}, adisai.th@ssru.ac.th^{**} & anantachai.ae@ssru.ac.th^{***}*

ABSTRACT

This research aims to study factors affecting the public relations via website of Faculty of Sciences and Technology, Suan Sunandha Rajabhat University. The 275 students of the faculty are selected as the sample, applying a questionnaire as a tool for collecting data. The questionnaire consists of two parts: the demographic characteristics of the students and the listed factors. The data is analyzed via percentage, mean, standard deviation and Multiple Regression Analysis.

The results reveal that the satisfaction overall towards the public relations via website is high in every aspect. When considering in details, the beauty of website gains the top choice, follows by the completeness of content, the clarity of content shown and the accuracy of information, respectively. In terms of factors related, the clarity of content shown gains the highest score, follows by the beauty of website, the completeness of content and the accuracy of information, respectively, gaining the statistical significances at 0.05. The information gained will be employed for future development.

Keywords: public relations, satisfaction, public relations via website

1. INTRODUCTION

Higher education institution is a public business. Formerly, the role of public relation officer was limited on publication within the organization and / or image making. When the situation has dramatically changed in terms of cruel competition, public relations becomes an important tool to serve and to challenge the change. Many forms of public relations have been constructed – division, center or office. In addition, the business concept has been deployed, such as the setting of the Marketing Communication Section; the Corporate Communication Section. No matter what the name is, those bodies are responsible for launching strategy to construct, maintain and fight for brand perception and market share; to expand relationship with the service receivers; as well as to conduct the promotion events. Since the characters of higher education institutions are slightly different from business sectors, aiming to boost sale and benefits; the higher education institutions, on the other hand, focus on producing graduates for labor market, conducting research works and making invention, providing academic services, and conserving arts and culture. It can be claimed that PR officer must understand the context of higher education management in order to raise news topic for proactive publication. (Songwit Charoenkittanalarp and et. al., 2016.) Suthep Dechathep (2018) stated that “the publication via online social media is an efficient channel to bind relationship among people in the society and to form the up-to-date knowledge owing to the rapid change of the world, leading to the quality upgrading of PR work.”

When scoping to the narrow scale, the Faculty of Sciences and Technology of Suan Sunandha Rajabhat University is in charge of producing qualified graduates who could really serve the needs of the society, with adaptability to world changes, and with the possession of ethics, morality and social responsibility. Presently, the faculty has two departments and 14 programs (Faculty of Sciences and Technology, Suan Sunandha Rajabhat University, 2017).

As afore-mentioned, the higher education institution is a public body. The corporate image making presented to public is very vital. The executives give an importance to publication, in particular, on the core mission of the university. The publication on producing qualified graduates via online social media has become

a powerful tool to establish relationship among people in the community. The study on factors affecting public relation via website of the Faculty of Sciences and Technology, Suan Sunandha Rajabhat University, is consequently conducted in order to apply the results gained to improve PR work of the faculty.

2. OBJECTIVES

1. To survey the publication of the faculty
2. To find out the factors affecting the publication via website

3. HYPOTHESIS

Factors affecting the publication via website are the list topics, the clarity of content and the completion of the content

4. RESEARCH METHODOLOGY

1. The study is a survey research. The population are 2,661 students of the Faculty of Science and Technology of Suan Sunandha. Upon applying Taro Yamane formula (1970) at 0.05 significance level, 300 samples are gained.

2. The variables involved are classified as follows:

Independent variable is demographic characteristic – gender

Dependent variables are the list topics, the clarity of content and the completion of the content

3. The tool used for the research is a questionnaire on opinion towards the publication via website of the Faculty of Science and Technology, having 2 parts: the demographic characteristics of students; and the opinion towards the publication via website. The tool has been approved on reliability by experts.

4. The data is collected from the questionnaire distributed to 300 samples.

5. The entire questionnaires are examined for the completion and are analyzed by statistical package program with 2 steps:

5.1 Descriptive statistics analysis is used to clarify the demographic characteristics of the respondents. The statistical tools used for analysis include percentage, mean and standard deviation.

5.2 Inferential statistics analysis is used for analyzing variables. Multiple Regression Analysis is applied to analyze the independent variables, having more than 1 values and 1 dependent variable. As a result, these can describe and compare the relationship among the variables and the most influential variable affecting on Y (Kallaya Wanichbancha, 2550: 280.)

5. RESULTS

According to the focus on the influential variables affecting the publication via website, it is found that the majority of respondents are female, 211 out of 300 or 70.30%; and 89 or 29.70% are male.

Factors affecting the publication via website of the Faculty of Sciences and Technology overall is at the high level. When considering individual variable, the list topic gains the highest level, followed by the clarity of content and the completion of content, respectively (Table 1.)

Table 1 Mean and Standard Deviation on Factors Affecting the Publication via Website of the Faculty of Sciences and Technology – Individual and Overall Aspects

Factors Affecting the Publication via Website on Admission of students	\bar{x}	S.D.	Interpretation
1. Overall	4.16	.714	High
2. List topic	4.11	.760	High
3. Clarity of content	4.06	.745	High
4. Completion of content	3.92	.753	High

The factor analysis affecting the publication via website of the Faculty of Science and Technology includes list topics (B = .567); clarity of content (B = .583); and the completion of content (B = -.228), at the statistical significance of 0.05, respectively (Table 2.)

Table 2 Factor Analysis Affecting the Publication via Website of the Faculty of Sciences and Technology

Factors Affecting the Publication via Website on Admission of students	Model 1	Model 2	Model 3
List topic	77.913* (.000)	10.476* (.000)	11.205* (.000)
Clarity of content		6.439* (.000)	9.659 (.000)
Completion of content			-7.141* (.000)
R2	.953	.959	.965
S.E.	.154	.145	.134
F	6071.369*	3467.967*	2718.157*
P value of F	.000	.000	.000

6. DISCUSSIONS

The level of factors affecting the publication via website of the Faculty of Sciences and Technology, Suan Sunandha Rajabhat University, overall is at the high level, having the list topic at the highest score, followed by the clarity of content, and the completion of content, simultaneously. It is in line with the model analysis in terms of the list topic, the clarity of content, and the completion of content. This can confirm that the presentation and topic specification are the vital issues to make publication via website more interesting, in particular the concise and clear presentation. Additionally, the result is match with the finding of Suthep Dechacheep (2018): “the publication via online social media is an efficient channel to bind relationship among people in the society and to form the up-to-date knowledge owing to the rapid change of the world, leading to the quality upgrading of PR work.”

7. RECOMENDATION

1. The application from this study are recommended as follows:
 - 1.1 The publication via website should be developed to properly match the information receivers.
 - 1.2 The personnel in charge should be trained and prompt for the publication in new platform.
2. The recommendation for further study are as follows:
 - 2.1 The relationship among factors affecting the publication via website should be studied.
 - 2.2 The guideline for proactive publication should be focused.

8. REFERENCES

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