STUDYING THE BEHAVIOUR OF THE USER SERVICES CENTER FOOD RIVER OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACTS

This research aims to study the behaviour of the user service center, Riverside. Suan Sunandha Rajabhat University, using the questionnaire as a tool to collect information from the visitors center, Riverside. Suan Sunandha Rajabhat University The total number of 400 people, the statistics based on the data analysis is the percent standard deviation. Research results have found that the majority of services are the female population, the number of major signs section 267 persons aged 21-25 years with most of the single status levels in most student careers earn less than 5,000 baht for a large part of the population are people, Bangkok. There is a cost in the food court, Riverside 51-100 Baht takes no more than 1 hour of service is used, and most service with a group of friends at work.51-100 Baht takes no more than 1 hour of service is used, and most service with a group of friends at work.

Keywords: academic behaviour, food court Waterside, Suan Sunandha Rajabhat University.

INTRODUCTION

Suan Sunandha Rajabhat University is a higher education institution that use proactive strategies to manage quality education to respond the needs of society and can compete with the universities both of in country and abroad and also in amidst of globalization. The University is aware of the provision of facilities for providing food and beverage facilities, called the Food Center, which is a type of welfare to provide services to students, teachers, and personnel of Suan Sunandha Rajabhat University. To consuming food in a comfortable place, clean place, saving time and delicious food in good quantity reasonable price and quality as well (Natthepeng Phum, the Civil Service Commission, 2001: 1). Currently, the waterfront food center Suan Sunandha Rajabhat University there are a total of 8 stores selling food management systems of the food center. The researcher as studying in Suan Sunandha Rajabhat University found that at certain times, the waterfront food center had a few numbers of users. Therefore, interested point to studying the behavior of those who use the waterfront food service center. The results of some useful research studies are used to improve the service and provide basic information in the planning of the management to lead to the development of the waterfront food service center. The results of this study made aware of the behavior of those who use the waterfront food service center and to use as a guide to improve and develop the food center of Suan Sunandha Rajabhat University to be more efficient in service. Moreover, that includes being a waterfront food center with international standards.

RESEARCH OBJECTIVES

1. The objective of this research is to study the behavior of people who use the waterfront food center service at Suan Sunandha Rajabhat University.

METHODOLOGY

The researcher has created a questionnaire. (Questionnaire) as follows;
Part 1 Questionnaire about general information of respondents, including gender, age, status, education level, occupation and monthly income is an alternative questionnaire.
Part 2: Questionnaire of behavior of customers who use the service of the waterfront food center for example, who are users using the service from? The amount of expenses for using the food service center on the waterfront

kitchen. When users use the waterfront kitchen food center and users come to use the waterfront food center from the most people are an alternative questionnaire. The data collection for analysis will conduct by bringing 400 questionnaires to collect data with the population by themselves, using the time to collect about 3 weeks. In the research study, the study of behavior of those who use the waterfront food service center Suan Sunandha Rajabhat University. The researcher collected the data by himself by collecting data from the questionnaires of the general public or people using the waterfront food center Suan Sunandha Rajabhat University, 400 sets. The researcher conducted a data analysis by presenting results that analyze as follows;

2.1 When returning questionnaires use the questionnaire to analyze and process the data by using SPSS program

2.2 Determine the percentage of behavior of those who use the waterfront food service center.

2.3 Analyze the behavior of those who come to use the waterfront food service center by finding the mean $(\overline{X})$ and standard deviation (S.D.) (Chu Si Wong Ratana. 1998: 40) and interpret the mean of average as follows;

Average 4.50 - 5.00 means the highest level.

Average 3.50 - 4.49, meaning that it is at a high level.

Average 2.50 - 3.49 means moderate.

Average 1.50 - 2.49 means low level.

Average 1.00 - 1.49 means the lowest level.

RESULTS

From the number of 400 respondents, it was found that most of the population who used to use the waterfront food center Suan Sunandha Rajabhat University is a female with a total of 267 people. The majority of the population is 21-25 years old. The status is single. Most users have a degree in education. Most users are student with income below 5,000 baht. The majority of the population is Bangkok. There is a cost of 51-100 baht in the waterfront food center. It takes a period of not more than 1 hour and most of them use the service with friends or work groups.

CONCLUSION

The results of the study of the behavior of those who using the waterfront food service center Suan Sunandha Rajabhat University. The researcher illustrates the summary analysis data into two parts as follows:

Part 1 The results of personal data analysis and general information of those who use the waterfront food center services include gender, age, status, education level, occupation, monthly income by showing the number of frequencies and percentages (Percent).

1) Gender found that the majority of the population were 267 women, 267 people, accounting for 66.8 percent, because female students enrolled in the second semester of the academic year 2017 have more numbers than male students.

2) Age: It was found that the majority of the population aged between 15 - 20 years, 103 people, representing 25.8 percent, because those who use the waterfront food center mostly students who are studying.

3) Status: Most of the population has a single status of 393 people, accounting for 98.3 percent, because those who use the waterfront food center are still studying.

4) Education: It was found that the majority of the population had 365 bachelor degree education, accounting for 91.3 percent, because most people who used to use the waterfront food center were studying at the undergraduate level.

5) Occupation: It was found that the most population there are 382 students. Since the waterfront food center is located within the university, most users are still students.

6) The main income per month: It was found that most of the population had income less than 5,000 Baht, 243 people, representing 60.8% because most people who came to use the waterfront food center were students, so there was no income.

Part 2 The results of the behavior who using the waterfront food center. Who the users from? Estimate the cost of using the waterfront food center service. When the users use the service at the waterfront food center. The users are most likely to use the waterfront food center with. By showing the number and frequency (Percent).

　　　1) Who are users from? Which region is the most used for using the service? 213 people, or 53.3%, because the waterfront food center is located in Suan Sunandha Rajabhat University Which is in Bangkok.

　　　2) Estimate the cost of using the waterfront food center service. It was found that most of the population spent 51 - 100 baht, most of which were 241 people, accounting for 60.3 percent because users who came to use the waterfront food center came to eat and water and go to study, so the users spend only this.

　　　3) when you use the service at the waterfront food center. It was found that the majority of the population spent no more than 1 hour around 209 hours or 52.3 percent to using the service and went to study, so it took only a short time to using the service.

　　　4) The users spend most time to using the waterfront food center with. It was found that the majority of the population came to use services with friends or work groups. The number of 291 people, accounting for 72.8 percent because most people who come to use the waterfront food center are students.

SUGGESTION

Based on the results that obtained from this research should study the behavior of the needs the users who using the waterfront food service center Suan Sunandha Rajabhat University. To improve and know the needs of users who using the service in the waterfront food center Suan Sunandha Rajabhat University. In order to make the standards and hygiene principles for health and to respond the needs of users.

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