

# PERCEPTION AND ATTITUDE OF SENIOR HIGH SCHOOL STUDENT FOR ENTRANCE IN SUANSUNANDHA RAJABHAT UNIVERSITY, THAILAND

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## ABSTRACT

The survey investigated the perceptions and attitudes of Senior High School (SHS) students for entrance to studying in Bachelor's degree course at Suansunandha Rajabhat University (SSRU). Public relations division advertised SSRU for 2 methods 1) open house academy event of SSRU 2) participants in the exhibition of education of other university. Statistic of SHS students walked in the open house event were 2015 students and 30,000 handbill were distributed in the exhibition of educations for 6 university. Questionnaires were conducted for perception and attitude about SSRU of SHS students. The study showed understanding their mind-set, needs and wants to leaning in the faculties of SSRU, image of SSRU, perception by open house event and exiting to present the syllabus of SSRU by handbills by set up a booth.

The questionnaires of SHS students classified by gender, field poverty to study. The research collected data by questionnaire from 400 SHS students. Frequency, percentage, mean, standard deviation and t-test were employed for data analysis through SPSS.

The results showed 32.5 and 35 percentage of SHS students needed to learn for the first in Faculty of Management Science SSRU by open house event and set up a booth event and distributed the handbill the exhibitions 6 universities, respectively. This study aimed was compared the perception and attitude between open house event and set up a booth outside of SSRU.

Two promotion for entrance to SSRU by open house event and set up of a booth by handbill showed perception of standards of the academic 25 and 27.5 percentage, respectively. Famous in the academic education of SSRU showed attitude were 31 and 24 % by open house event and set up of the booth, respectively. For competitive with other university, SSRU have often to developing the public relations which will concern about course syllabus, ranging of the university, behave useful public activities and beautiful and ancient building.

**Keywords:** Attitude, Handbill, Open house, Perception, Set up a booth.

## INTRODUCTION

Suan Sunandha Rajabhat University (SSRU) is a state university in Bangkok, Thailand and has roots in its founding. "Suan Sunandha College" on May 17, 1937, taught the certificate of elementary school teacher (later), and later became a teacher of Suan Sunandha College. In 1975, under the Teachers College Act. 1975 to undergraduate teaching. Bachelor of Education Program [1]. In 2017. Developing of the academic syllabus was took the university as the first ruling class in the rankings of the Spanish Research Council of the European Union which means that it is internationally spoken. (The only Rajasthan from 38 places in Thailand that have starred QS). Effective communication is in addition to taking corporate communications out to the public to create a good corporate image [2]. SSRU has Philosophy: Spirituality, Faith, Society, Society, and Identity: As an academic, expert, competent communicator, thinker, and public mind. SSRU was communicated out to the public to create a good corporate image by division of the Publish Relation (PR) [3].

Advertising the organization can't be avoided and it is a very important factor for promote the organizations [4]. The communication of SSRU are improved in the social media as Facebook Lines Webpage and QR-code but were not cover for outside communication. Many channels of the internal communication were wire broadcasting, publish relation broads and LED-signboard were sent message and social media are interesting for the undergraduate student [5].

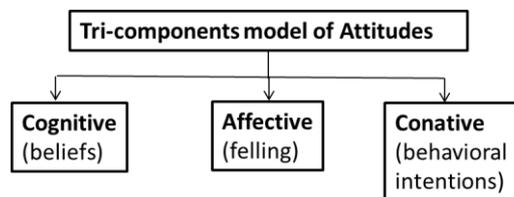
Public relation division invite prospective SHS students for academy of SSRU by open house event (OHE). Senior high school (SHS) student were missed this great opportunity to know the university from every angle. SHS student in Bangkok were motivated for need to learning in the interesting in faculty [6]. This activity

especially for SHS students who coming to this event but the local SHS students had not opportunity for walk in SSRU. For solved the problem, PR division communicated external by co-operate with other university which had the exhibitions of academy event. PR promoted SSRU by set up a booth event (SBE) and distributed handbills. In the further, PR will be present the academic, ranging of university, ancient and beautiful building and system of education outside SSRU as a local of Bangkok, north, south and east of Thailand [7].

The research data concerned with perception with by hear, see and understand and remember. Questionnaires were answered by SHS student in six tropic as 1) Smart the archetype of the University of the Society, 2) Period of Admission 3) Address of SSRU are convenience to travel 4) Cause syllabus were needs to market 5) Regulations and discipline were be rigid and 6) Standards of the academic [8, 9]. Staff of public relation were contacted with SHS student by OPE and SBE event. Events were showed learning rooms, building of faculties of SSRU and collected the data of the precision and attitude of students.

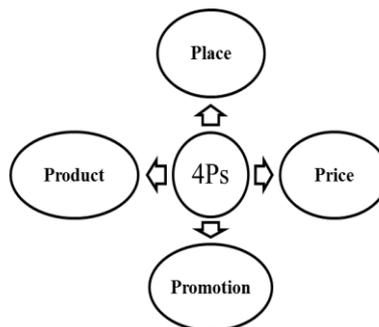
An individual with a positive attitude towards the beautiful building, ancient and history of university are motivated to learning of SHS student. An attitude may be defined as a feeling of favorableness or unfavorableness by tri-components model of attitudes which were cognitive, affective and conative [10], Fig1.

**Figure 1.**  
Tri-components model of attitude theory affected to the receiver [9].



Attitude is a learned predisposition to exhibit and act based on evaluation resulting in a felling of like or dislike towards service offering by 4Ps[11]. Questionnaires showed attitude of SHS student which concerned place, product, price and promotion in the questions in Table 3

**Figure 2.**  
Attitude of SHS student is a learned predisposition to exhibit by 4Ps [11].



**CONFLICTS OF INTEREST**

The authors declare that they do not have conflict of interest.

**METHODOLOGY**

The study on the perception and attitude for entrance to learning in faculties of SSRU. SHS students were examined as follows. 1) Open house event 2) set up a booth event and distributed by handbills information

**Population sample**

SHS 200 students were participant in the open house event at SSRU. The education exhibitions have six events and set up a booth and advertised by handbills total 30,000 paper which collected data by

questionnaires from SHS 200 students walk in the exhibition. The open house event had 3 days in 5-7 November 2018. The set up a booth of SSRU promoted in 6 areas were Cheaigmai University, Kaseartsard University, Siam University, Khornkang University, Ubonrajchatane University and Songkhanuklarin University.

**Research tools**

The questionnaires 200 data were received from the SHS students were participants in open house event at SSRU among 5-7 November 2018 and the set up a booth of SSRU promoted in 6 areas corrected 200 data. All questions were closed-ended questionnaires and used by the checklist and three parts were:

Part I The general of demographic characteristics as sex, age, and SHS student 400 person.

Part II The perception of the information about: 1) Smart the archetype of the university of the society 2) Period of Admission 3) Address of SSRU are convenience to travel 4) Cause syllabus were needs to market. 5) Regulations and discipline were be rigid 6) Standards of the academic

Part III The attitude of SHS students in ) open house event 2) the set up a booth of SSRU promoted in 6 areas. By studying the content of the channel media in 5 satisfactions in the rating scale of 1-5 score:

- 1 =the least satisfy,
- 2 = low satisfy,
- 3=middle satisfy,
- 4=satisfy,
- 5=very satisfy.

The score is based on Likert scale and calculated in formula:

$$\frac{\text{highest score} - \text{lest score}}{\text{number level of score}}$$

Evaluation of criteria showed the satisfaction in the range of 4.21– 5.00 = very satisfy, 3.41– 4.20 = satisfy, 2.61 – 3.40 = middle satisfy, 1.81 – 2.60 = low satisfy and 1.00 – 1.80 = the least satisfy [9].

**RESULTS**

The study has 400 of SHS student and showed demographic characteristics in the age of 18-19 years old. The population in the open house event showed male and female were 70 and 130, respectively. The PR was co-operation outside which set up a booth event and distributed by handbills information showed male and female were 45 and 155, respectively. Income of family every 40,000-60,000 bath.

**Table 1**

The questionnaires compared the interesting of need to learn at the faculties of SHS students at SSRU.

No.	Faculties	Open house event (OHE)		Set up a booth event (SBE)	
		Interesting of SHS		Interesting of SHS	
		male	female	male	female
1	Faculty of Management Science	25	40	15	55
2	Faculty of Humanities and Social Sciences	18	35	12	30
3	Faculty of Fine and Applied Arts	12	22	8	28
4	Faculty of Education	10	16	7	20
5	Faculty of Science and technology	6	14	2	12
6	Faculty of Industrial Technology	4	3	1	10
	<b>Total</b>	70	130	45	155

The research data of SHS student needs to admission in Faculty of Management Science, Faculty of Humanities and Social Sciences, Faculty of Fine and Applied Arts were ranked first, second and third, respectively. SHS student needs to admission were 65, 53 and 34% for data of open house event, respectively and set up a booth event and distributed by handbills information were 70, 42, 32% respectively. Among of SHS

student needs to admission Faculty of Education, Faculty of Science and technology and Faculty of Industrial Technology were 26, 20 and 7 % for promoted by OHE data and 27, 14 and 11% for promoted by SBE data (Table 1).

**Table 2**  
The percentage of perception data from SHS students by OHE and SBE

No.	Tropic of perception	OHE data Perception (%)	SBE data Perception (%)	Sum (%)	Average (%)
1	Smart the archetype of the university of the society	15	30	45	11.5
2	Period of Admission	20	35	55	13.75
3	Address of SSRU are convenience to travel	45	35	80	10.0
4	Cause syllabus were needs to market.	55	30	85	21.25
5	Regulations and discipline were be rigid	15	15	30	7.5
6	Standards of the academic	50	55	105	26.25
	<b>Total</b>	200	200	400	100

SHS student were received information of SSRU and perception in the system of academic education in the tropic of Standards of the academic, Cause syllabus were needs to market and Address of SSRU are convenience were 26.25, 21.25 and 10.0 %, respectively. Results were showed SSRU have famous and have standard of cause syllabus. Table 2 showed the confidence of SHS student in the tropic of Standards of the academic were 25 and 27.5% by the data of OHE and SBE, respectively (Table 2). Results, SSRU are archetype of academy.

**Table 3**  
The percentage of attitude from SHS student by OHE and SBE data.

No	Tropic of attitude	OHE (%)	SBE (%)	Sum (%)	Average (%)
1	Famous in the academic education	62	48	110	27.50
2	Ancient and beautiful of address of SSRU	30	25	55	13.75
3	Travel to SSRU are convenience	18	25	43	10.75
4	Useful of Activities in the public	15	10	25	6.25
5	Fee of study in the bachelor degree	10	30	40	10.00
6	Scholarships for the genius student	15	20	35	8.75
7	Reliable of the systematic of academics	50	42	92	13.14
	<b>Total</b>	200	200	400	100

The attitude of SHS for Famous in the academic education and reliable of the systematic of academics is the predominant for students need to learning at SSRU. SHS student are positive attitude in the academic of educations. The advertising of SSRU by OHE and SBE promoted by 4Ps are 1) place is Ancient and beautiful of address of SSRU, travel to SSRU are convenience and famous in the academic education 2) price is fee of study in the bachelor degree 3) product is reliable of the systematic of academics useful of Activities in the public and 4) promotion is scholarships for the genius student).

### CONCLUSION

PR division has attended to sending the information about admission of SSRU for SHS student. OHE was provided SHS students to knowledge every angle of university and motivated needs to learn at SSRU open house project use much budget and not cover to advertising. Set up a booth was advertised outside of SSRU and cooperate with many University and cover in the north, south, east of Thailand. Both of OHE and SBE have

useful for promotion and collected data for adaptation in the part of public relation. The study showed SSRU was standards of the academic and famous in the academic education for the attitude of SHS student.

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