

Piyapong Katpiyarat 2007: The Satisfaction Audience Groups of Kasetsart University Broadcasting Station Programme “Bank for Agriculture and Agricultural Cooperatives Friend of Farmers”. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Anuporn Suwanwajukkasikij, M.Ed. 92 pages.

The objectives of the research 1) to study the primary economical and social data of audiences 2) to study exposural data on radio program, 3) to study satisfaction data on radio program 4) to compare relationship the primary economical and social data and exposural data with satisfaction data 5) to study problems and suggestions of audiences. The sample of the research was 83 audiences who sent postcards to join in the program. The questionnaire was designed as the tool to collect data which analyzed by using SPSS and then by descriptive statistics in percentage and inferential statistics in Chi – square at .05 level of significance.

The result revealed that most of the samples was female, aged between 41 – 50 years old, completed primary education, by doing rice plantation, earned the major income; which is below 5,000 baht per month.

Exposural data on radio program listened at home, all 3 months, 5 days a week and for loneliness relief 73.5%, the finding of activities and services 47%, the finding of exchange opinions 43.3%.

Satisfaction data on radio program most of the samples were quality of radio signal, type of program, style of news presenting, announcer, style of news, the level of satisfaction is high and level of satisfaction activities of BAAC about cash deposit, loan is medium. In conclusion the summary of level satisfaction is high. Problems and suggestions of audiences frequency of another radio station annoyed Kasetsart University radio station then people want to add more radio broadcasting station.

The result of hypothesis testing that sex, age, level of education, occupation, income, frequency and program exposure, most of them correlated with gratification towards Radio Program “Bank for Agriculture and Agricultural Cooperatives Friend of Agriculture” Radio Program at .05 level of significance.

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Thesis Advisor’s signature