

Research Title	THE STUDY ABOUT THE SATISFACTION AND THE NEEDS OF THE CUSTOMER AND STAKEHOLDER TOWARD THE OBLIGATION OF RAJAPHAT MUBAN CHOMBUNG UNIVERSITY
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ABSTRACT

The purpose of this study was to explore the satisfaction and the actually true need of the customer and the stakeholder toward the obligation of the university, construct services strategic plan that corresponds the actually true need, and construct public relations strategic plan that correspond the duty and the target group.

The samples were, 45 alumnus that were selected by snowball sampling, 653 current students were selected by stratified random sampling, 216 village leader who were important chief in Ratchaburi and Samut Songkhram and were selected by purposive sampling, 26 entrepreneur executive were selected by snowball sampling, 21 local governs organization executive were selected by snowball sampling and 7 knowledgeable people were selected by purposive sampling from the knowledgeable people who was the committeeman in Rajaphat Muban Chombung University academic council.

The results of the study indicated that :

1. The generally need of current students were the facilities for learning, instructional administration, guidance and physical for encourage the quality of life.
2. The current students were satisfy the operating of university that be rated too much from seek three a little first were as follows, multimedia technology for student's working presentation, the good library that there were enough data to seek the knowledge add, and the beautiful environment within university.
3. An alumnus were high satisfy learning, researches, academic service, and other. Some issue that they wanted were as follows, special bachelor's degree such as Chinese and English, making guardian admits to the quality university, imagining steals of the university to the place that be attractive for studying, etc.
4. The entrepreneur's requirements that be rated too much from seek three a little first were as follows, good learning administration, good research administration, art and cultural maintenance and academic service.

5. The entrepreneur want the university to be the very important institute for Ratchaburi province , to produce the high quality personnel , to be partnership for construction the vigorous community and the civilization in the locality.
6. The most requirement of local governs organization executive was locality research and next requirement for example, learning management , art and cultural maintenance , and academic service .
7. The detail of local governs organization executive's requirement were to perform high quality personnel, to construct locality knowledge, to announce the research to public and the locality, to teach the doctorate study, to train honesty virtue and the morality student and to improve the university's public relations.
8. The services strategic plan was three academic years 2553- 2556 planning, the vision keep that "Be the high trusty university for social community and international academic service organization " , 5 missions , 4 aims , 4 strategy issues , 16 strategies and 38 key performance indicators.
9. The public relations strategic plans was three academic years 2553- 2556 planning, the vision keep that " be well-known university in social community and public " , 4 missions, 4 aims , 4 strategy issues , 12 strategies and 19 key performance indicators.