

Waritsara Romphothong 2011: Perceptions and Expectations of Community Towards the Role of Kasetsart University, Kamphaeng Saen Campus in Academic Services. Master of Arts (Human and Community Resource Development), Major Field: Human and Community Resource Development. Department of Human and Community Resource Development. Thesis Advisor: Assistant Professor Wing Commander Sumit Suwan, Ph.D. 162 pages.

The objectives of this study are two-fold: firstly, to elevate perceptions and expectations of community members and community leaders towards the role in academic services of Kasetsart University, Kamphaeng Saen campus; secondly, to compare perceptions and expectations of community members and community leaders towards the role in academic services of Kasetsart University, Kamphaeng Saen campus.

The population in the present study consisted of 8,215 respondents, of which 381 samples of members of the community and 30 community leaders were randomly selected, with residency in Tambol Huaimonthong, Kamphaeng Saen District, Nakhon Prathom Province. Questionnaires were applied and percentage, mean, standard deviation, T-test, and One-way ANOVA used for data the analysis at a 0.05 level of significant.

The study found that perceptions of both community members and community leaders towards the role in academic services of Kasetsart University, Kamphaeng Saen campus are at a moderate level, while expectations of community members are at a low level and expectations of community leaders are at a moderate level. Personal characteristics which significantly appear to affect the community members' perceptions include sex, age and occupation at a 0.05 level of significance; whereas, personal characteristics which were found to significantly affect the community members' expectation comprise age, education level, income, as well as duration of residency in the respective community at a 0.05 level of significant. Comparison of perceptions and expectations of community members and community leaders were established to diverge at a 0.05 level of significant. The researcher suggests that the administrators of Kasetsart University, Kamphaeng Saen campus should organize academic services to directly serve the needs of the community with training for the participants held at appropriate times.

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Student's signature

Thesis Advisor's signature