

Thanate Daorungroj 2014: A Model of Utility Perception of Quality Assurance System, Kasetsart University. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Assistant Professor Jularat Wattana, Ph.D. 252 pages.

The purposes of this research were to construct a model of utility perception of the quality assurance system of Kasetsart University and to compare pre- and post-personnel behaviors of utility perception of quality assurance system of Kasetsart University. The research used a one-group pretest-posttest design. The study group consisted of 43 volunteers drawn from the executives, lecturers, and practitioners of quality assurance from all faculties across the Bangkhen Campus of Kasetsart University. The research instruments were a test of information perception about the quality assurance system and a questionnaire on the utility of the quality assurance system. The statistics used for data analysis were frequency percentage arithmetic mean and standard deviation.

The results showed that the model of utility perception of quality assurance system was constructed which consisted of training activities integrating information and knowledge about quality assurance, particularly on the 2<sup>nd</sup> factor of quality assurance on graduate production and approaches on utility perception of quality assurance system. According to the comparison between pre- and post- personnel utility perception of quality assurance system among the personnel, it was discovered that they had a greater knowledge of the quality assurance system than before undertaking the training; moreover, they perceived a greater contribution of the quality assurance system than before undertaking the training.

It was recommended that the training activities should also be adapted and applied in other factors according to the university missions of 4 and to do so, the first priority was that the university should have the personnel should objectively perceive the reality of what they had been trained, realize and be aware of its significance and benefits.

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Thesis Advisor's signature

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