

## **ABSTRACT**

The following study aims to examine the satisfaction with the AFS exchange program of Thai students placed in speaking and non-speaking countries in order to identify their degree of satisfaction. This study will, consequently, enable the AFS Thailand Management Team to develop proper operational plans to provide the best service for its program's participants.

This study is a descriptive cross-sectional design with 300 participants, 150 each from the host country categories. The data were collected from a collective self-administered questionnaire distributed to the participants at Post-Orientations organized by AFS Thailand between October-December 2007, and at the AFS Homecoming Party for 2006-2007 Returnees in October, 2007. The anonymity of the data was guaranteed. The results revealed no differences in the satisfaction in all areas measured: preparatory programs, support from AFS, hosting milieu and program achievements. The hosting countries and the participants' residence in Thailand showed no difference in the participants' satisfaction with the program. The subjects' expectations of the program were either at high or very high level. The findings indicated the participants possess very high satisfaction with their hosting milieu and program achievement, the areas where the AFS Thailand Management Team needs to focus on the quality maintenance. Meanwhile, improvement on a specific area was also pointed out: the adequate details about placement in the hosting countries prior to the participants' departure.