

CHAPTER IV

RESEARCH FINDINGS

This research on “Satisfaction of Kasetsart University Graduate Students towards The Graduate Student Organizational Journal” was conducted to study the demographic characteristics of KU graduate students and the characteristics of the journal that they preferred to read.

This study is primarily a survey research. The questionnaire served as the research instrument to collect data from the graduate students of Kasetsart University. The sample was composed of 385 students. They are pursuing either their master’s or doctoral degrees at KU. The data were accidentally collected to complete the amount of sample size.

Part 1: Demographic Data of Kasetsart University Graduate Students

Table 1 Demographic Characteristics of Kasetsart University Graduate Students

Demographic Characteristics	Number	Percentage
(n=385)		
Age (years)		
- 21-25	216	56.10
- 26-30	106	27.50
- 31-35	30	7.80
- 36-40	19	3.90
- 41-45	11	2.90
- 46-50	6	1.60
- 50-55	1	0.30
Gender		
- Male	122	31.70
- Female	263	68.30

Table 1 (Contd.)

(n=385)

Demographic Characteristics	Number	Percentage
Year of study		
- 1 st year	160	41.60
- 2 nd year	117	30.40
- 3 rd year	74	19.20
- 4 th year	27	7.00
- 5 th year	6	1.60
- 6 th year	1	0.30
Degree		
- Master's degree	339	88.10
- Doctor's degree	46	11.90
Major Field		
- Pure Sciences	107	27.79
- Social Sciences	160	41.56
- Apply Sciences	118	30.65
Occupation		
- Student	253	65.70
- Bureaucracy	71	18.40
- Private organization	28	7.30
- Government's employee	21	5.50
- Business Owner	11	2.90
- Other	1	0.30

Table 1 (Contd.)

(n=385)		
Demographic Characteristics	Number	Percentage
Experience		
- Ever read	157	40.80
- Never read	228	59.20

As shown in the Table 1 , the total of 385 graduate students, whose ages ranged from 21-55 years old, consisted of 263 female students (68.30%) and 122 male students (31.70%). The graduate students were categorized by their educational degree such as master's degree and doctoral degree. Students pursuing master's degree accounted for 88.10 percent of the students; while those with doctoral degree accounted for 11.90 percent. For the level of study, results indicated that first year students accounted for 41.60 percent of the students; while second year, third year, fourth year, fifth year and sixth year represented 30.40 percent, 19.20 percent, 7.00 percent, 1.60 percent and 0.30 percent, respectively.

Most (41.56%) of students come from field of Social Sciences, while 30.65% are from the field of Apply Sciences. There were some (27.79%) who belonged to the field of Pure Sciences.

Majority (65.70%) of the respondents are full-time students, while 18.40 percent work for the Bureaucracy. Some (7.30%) are from private organizations, 5.50 percent are government employees, 2.90% are business owners and 0.30% are State Enterprise employees.

Most of the graduate students (59.20%) had never read the GSO Journal, while some (40.80%) claimed that they have read it.

Part 2: Satisfaction of Kasetsart University Graduate Students in Terms Of the
Characteristics of The Graduate Student Organizational Journal

Table 2 Graduate Students' Degree of Satisfaction in terms of the GSO Journal's Design
 Characteristics

(n=385)

Context	Degree of Satisfactions					\bar{X}
	Highest (%)	High (%)	Medium (%)	Low (%)	Lowest (%)	
<i>*Design</i>						
-Title name	26 (6.8)	181 (47.0)	151 (39.2)	21 (5.5)	6 (1.6)	3.52
- Logo	126 (32.7)	188 (48.8)	60 (15.6)	11 (2.9)	-	4.11
- Picture						
- cover	14 (3.6)	91 (23.6)	221 (57.4)	54 (1.4)	5 (1.3)	3.14
- detail	16 (4.2)	128 (33.2)	197 (51.2)	43 (11.2)	1 (0.3)	3.30
- activity' pictures	19 (4.9)	151 (39.2)	178 (46.2)	35 (9.1)	2 (0.5)	3.39
- Color						
- 1 color	17 (4.4)	52 (13.5)	155 (40.3)	131 (34.0)	30 (7.8)	2.73
- 2 colors	17 (4.4)	105 (27.3)	203 (52.7)	48 (12.5)	12 (3.1)	3.17

Table 2 (Contd.)

(n=385)

Context	Degree of Satisfactions					\bar{X}
	Highest (%)	High (%)	Medium (%)	Low (%)	Lowest (%)	
- 3 colors	28 (7.3)	215 (55.8)	106 (27.5)	26 (6.8)	10 (2.6)	3.58
- 4 colors	197 (51.2)	106 (27.5)	53 (13.8)	19 (4.9)	10 (2.6)	4.20
- Format						
- News letter	18 (4.7)	143 (37.1)	150 (39.0)	59 (15.3)	15 (3.9)	3.23
- Website	107 (27.8)	166 (43.1)	88 (22.9)	17 (4.4)	7 (1.8)	3.90
- Paper size						
- A4	137 (35.6)	171 (44.4)	51 (13.2)	9 (4.9)	7 (1.8)	4.07
- A3	19 (4.9)	91 (23.6)	174 (45.2)	83 (21.6)	18 (4.7)	3.03
- A5	8 (2.1)	48 (12.5)	201 (52.2)	106 (27.5)	22 (5.7)	2.78
- F14	9 (2.3)	75 (19.5)	159 (41.3)	107 (27.8)	35 (9.1)	2.78

With reference to Table 2, and according to the scoring standard specified in Chapter 3, the graduate students' degree of satisfaction in terms of the design characteristics of the GSO Journal could be classified into two levels, i.e. high and medium in a descending sequence as presented in Table 3.

Table 3 Graduate Students' Level of Satisfaction of the GSO Journal's Design Characteristics

High level	Medium level
1. Title name (3.52)	1. Cover Picture (3.14)
2. Logo (4.11)	2. Detail Picture (3.30)
3. Publish by 3 colors (3.58)	3. Activities Picture (3.39)
4. Publish by 4 colors (4.20)	4. Publish by 1 color (2.72)
5. Publish by website format (3.90)	5. Publish by 2 colors (3.17)
6. Publish by A4 paper (4.07)	6. Publish by newsletter format (3.23)
	7. Publish by A3 paper (3.03)
	8. Publish by A5 paper (2.78)
	9. Publish by F14 paper (2.78)

The results revealed that the graduate students were highly satisfied with the journal's title name, logo, use of three publication colors, use of four publication colors, use of the Website format, and A4 publication size.

On the other hand, they had medium satisfaction of the cover, detail and activities pictures, use of one or two publication colors, use of the newsletter format, and publication using the A3, A5 and F14 paper size.

Table 4 Graduate Students' Degree of Satisfaction in terms of the GSO Journal's Types of Information

(n=385)

Context	Degree of Satisfactions					\bar{X}
	Highest (%)	High (%)	Medium (%)	Low (%)	Lowest (%)	
- Education	55 (14.3)	164 (42.6)	149 (38.7)	14 (3.6)	3 (0.8)	3.66
- Services	41 (10.6)	144 (37.4)	170 (44.2)	27 (7.0)	3 (0.8)	3.50
- Jobs	39 (10.1)	101 (26.2)	178 (46.2)	59 (15.3)	8 (2.1)	3.27
- News	29 (7.5)	143 (37.1)	169 (43.9)	34 (8.8)	10 (2.6)	3.38
- Technology update	33 (8.6)	123 (31.9)	166 (43.1)	56 (14.5)	7 (1.8)	3.31
- Kasetsart University	51 (13.2)	179 (46.5)	116 (30.1)	30 (7.8)	9 (2.3)	3.61

With reference to Table 4, and according to the scoring standard specified in Chapter 3, the graduate students' degree of satisfaction in terms of the types of information in the GSO Journal could be classified into two levels, i.e. high and medium in a descending sequence as presented in Table 5.

Table 5 Graduate Students' Level of Satisfaction on the types of Information in the GSO Journal

High level	Medium level
1. Educational information (3.66)	1. News (3.38)
2. KU. information (3.61)	2. Technology information (3.31)
3. Service information (3.50)	3. Jobs information (3.27)

The results revealed that graduate students had a high demand for information regarding Education, about Kasetsart University, and about different kinds of services.

Meanwhile, they had medium demand for information on News, Technology, and Jobs.

Table 6 Graduate students' degree of satisfaction in terms of the Management Aspect of the GSO Journal

(n=385)

Context	Degree of Satisfaction					\bar{X}
	Highest (%)	High (%)	Medium (%)	Low (%)	Lowest (%)	
- Frequency						
- 1 / 2 months	36 (9.4)	90 (23.4)	141 (36.6)	92 (23.9)	26 (6.8)	3.05
- 1 / a week	32 (8.3)	85 (22.1)	152 (39.5)	91 (23.6)	25 (6.5)	3.02
- 1 / a month	113 (29.4)	121 (31.4)	104 (27.0)	29 (7.5)	18 (4.7)	3.73
- 1 / a semester	7 (1.8)	31 (8.1)	90 (23.4)	163 (42.3)	94 (24.4)	2.21
- 1 / a year	1 (0.3)	15 (3.9)	62 (16.1)	108 (28.1)	199 (51.7)	1.73
- Place of Distribution						
- Graduate school building	150 (39.0)	134 (34.8)	78 (20.3)	21 (5.5)	2 (0.5)	4.06
- Learning center	91 (23.6)	126 (32.7)	115 (29.9)	37 (9.6)	16 (4.2)	3.63
- Photo copy shop	65 (16.9)	96 (24.9)	120 (31.2)	72 (18.7)	32 (8.3)	3.23

Table 6 (Contd.)

Context	Degree of Satisfactions					\bar{X}
	Highest	High	Medium	Low	Lowest	
	(%)	(%)	(%)	(%)	(%)	
- KU. Central library	137 (35.6)	170 (44.2)	58 (15.1)	16 (4.2)	4 (1.0)	4.09
- Distribution						
- Lay down	90 (23.4)	146 (37.9)	99 (25.7)	40 (10.4)	10 (2.6)	3.69
- Give/pay	75 (19.5)	135 (35.1)	121 (31.4)	43 (11.2)	11 (2.9)	3.57
- Send to student clubs	140 (36.4)	137 (35.6)	68 (17.7)	32 (8.3)	8 (2.1)	3.96

With reference to Table 6, and according to the scoring standard specified in Chapter 3, the graduate students' demand level for the GSO Journal, as affected by its management aspect, could be classified into three levels, i.e. high, medium, and low in a descending sequence as presented in Table 7.

Table 7 Graduate Students' Level of Satisfaction for the GSO Journal as Affected by Its Management Aspect

High level	Medium level
1. Need monthly GSO. Journal (3.73)	1. Need 2 monthly GSO. Journal (3.05)
2. Should distribute at Graduate School building (4.06)	2. Need weekly GSO. Journal (3.02)
3. Should distribute at Learning Center (3.63)	3. Should distribute at photo copy shops (3.23)
4. Should distribute at KU. central library (4.09)	
5. Should lay down GSO. Journal. each place (3.69)	
6. Should give/pay GSO. Journal. each place (3.52)	
7. Should send GSO. Journal. to each student club (3.96)	

The results revealed that the graduate students had a high demand for a monthly GSO Journal. They highly preferred that the journal be distributed at the KU Central library, Graduate School building, or the Learning center. The journal will be left in the area, will be paid for in the same place, and sent to each student club.

The demand for a weekly journal was only set at the medium level, as well as the bi-monthly publication basis. They suggested that copies of the journal be distributed at photocopy shops instead.

On the other hand, the demand for a term-basis and annual GSO Journal are considered low.

Part 3: Relationship between Kasetsart University Graduate Students' Demographic Characteristics And Their Satisfaction With The Types Of Information In The Graduate Student Organizational Journal

This part discusses the results of identifying the relationships between the independent variables and the dependent variables, specifically between the graduate students' demographic characteristics and their satisfaction with the types of information presented in the GSO Journal. The hypotheses were tested by employing the Chi-square analysis at a significance level of .05.

Hypothesis 1: There is a significant relationship between the graduate students' year of study and their satisfaction towards the types of information in the Graduate Students Organizational Journal.

The results of the hypothesis test are presented on Table 8. Using the chi-square analysis, the relationship between the independent variable, year of study of the graduate students, were analyzed their satisfaction with the types of information presented in the GSO Journal, which is considered the dependent variable.

Table 8 Relationship between Graduate Students' Year of Study and Their Satisfaction towards the Types of Information in the GSO Journal

Types of Information	Year of Study	
	χ^2	P. value
Education	17.265	0.636
Services	16.276	0.699
Jobs	59.202	0.000***
News	36.206	0.015*
Technology	21.356	0.376
Kasetsart University	37.060	0.012*

* Significant level at .05, ** Significant level at .01, and *** Significant level at .001

Results of the hypothesis test indicated which types of information have a significant relationship with the graduate students' year of study. Table 8 shows that satisfaction with information regarding Jobs, News, and about Kasetsart University is significantly affected by the graduate students' year of study, while information on Education, Services, and Technology did not show any significant relationship with their year of study.

Hypothesis 2: There is a significant relationship between the graduate students' field of study and their satisfaction towards the types of information in the Graduate Students Organizational Journal.

The results of the hypothesis test are presented on Table 9. Using the chi-square analysis, the relationship between the independent variable, field of study of the graduate students, were analyzed their satisfaction with the types of information presented in the GSO Journal, which is considered the dependent variable.

Table 9 Relationship between Graduate Students' Field of Study and Their Satisfaction towards the Types of Information in the GSO Journal

Types of Information	Study Field	
	χ^2	P. value
Education	120.586	0.012*
Services	93.552	0.323
Jobs	132.227	0.002**
News	128.903	0.003**
Technology	124.407	0.006**
Kasetsart University	106.188	0.091

* Significant level at .05

** Significant level at .01

*** Significant level at .001

Results of the hypothesis test indicated which types of information have a significant relationship with the graduate students' field of study. Table 9 shows that satisfaction with information regarding Jobs, News, and Technology are significantly affected by the graduate students' field of study, while information on Services and about Kasetsart University did not show any significant relationship with their field of study.

Hypothesis 3: There is a significant relationship between the graduate students' occupation and their satisfaction towards the types of information in the Graduate Students Organizational Journal.

The results of the hypothesis test are presented on Table 10. Using the chi-square analysis, the relationships between the independent variable, occupation of the graduate students, were analyzed their satisfaction with the types of information presented in the GSO Journal, which is considered the dependent variable.

Table 10 Relationship between Graduate Students' Occupation and Their Satisfaction towards the Types of Information in the GSO Journal

Types of Information	Occupation	
	χ^2	P. value
Education	30.872	0.057
Services	71.896	0.000***
Jobs	34.312	0.024*
News	26.575	0.148
Technology	26.843	0.140
Kasetsart University	54.377	0.000*

* Significant level at .05

** Significant level at .01

*** Significant level at .001

Results of the hypothesis test indicated which types of information have a significant relationship with the graduate students' occupation. Table 10 shows that satisfaction with information regarding Services, Jobs, and about Kasetsart University are significantly affected by the graduate students' occupation, while information on Education, News, and Technology did not show any significant relationship with their occupation.

Part 4: Recommendations to Improve the Graduate Students Organizational Journal

Specifically, the graduate students had high satisfaction with the GSO Journal's name, but still suggested several title names such as the KU GSO Journal, KU GSO News, and the Relationships of Graduate Students.

Likewise, the logo was appropriate. Majority of the students were highly satisfied with the Kasetsart University's logo while some students suggested another logo design like the paddy or the paddy bunch.

The students had medium satisfaction about the pictures in the GSO Journal. To improve the use of photos in the journal, they suggested to use only high quality pictures with high resolution, not to have too many pictures on the cover so it will not look untidy, and present bigger activities pictures so persons or details can be seen clearly.

Majority of the students indicated that they preferred the use of three to four colors in the journal. They had varied reasons for doing so. They believed that using many colors will make the GSO Journal more attractive as they are laid down for distribution in different areas at KU. Pictures will also come out clear using many colors. Finally, the use of many colors will make the journal interesting.

The students preferred a journal that is A4 in size and folded at the middle. They said this size is easy to keep and carry around, and is more easy to read and economical.