

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### Conclusions

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.

Descriptive statistics including frequency, percentage, and mean were used to describe the general demographic characteristics of graduate students and their satisfaction with the characteristics of the KU Graduate Student Organizational Journal, particularly its contents. Chi-square analysis was used to test the hypothesis at .05 significance level by using the SPSS statistical analysis software.

The conclusions are as follows:

#### **1. Demographic data of the Kasetsart University graduate students**

The students’ ages ranged from 21-55 years old. There were more female (68.30%) than male students (31.70%). The students were categorized according to the educational degree they are pursuing. Masters degree students comprised 88.10% while the rest (11.90%) were pursuing a doctoral degree. First year students accounted for 41.60% of the students; while second year, third

year, fourth year, fifth year and sixth year represented 30.40%, 19.20%, 7.00%, 1.60% and 0.30%, respectively.

## **2. Graduate students' satisfaction in terms of characteristics of the Graduate Students**

### **Organizational Journal**

The students are highly satisfied with the present name of the GSO Journal. They also view the logo as very appropriate for the journal. However, they believed that the use of pictures in the journal can be further improved by using high quality pictures, avoiding too many pictures in the cover, and making pictures showing activities bigger to show details. Likewise, the students preferred to use three to four colors in the journal. They believed that it will make the journal more attractive, clearer and interesting. They highly preferred an on-line version of the GSO journal as it is more accessible for them, but still would like to have copies of the booklet version. In terms of size, the students opted for an A4 sized-journal that is folded in half, since that format is easy to keep and carry, as well as easy to read and economical. For information needs, the students wanted to include and emphasize on education, Kasetsart University and other services. They also suggested to add some news, and information on technology and job opportunities. Finally, the students emphasized that they preferred that the journal be published monthly, and be made easily accessible by distributing them at the KU Central Library, Graduate School Building, and Learning Center.

## **3. Relationship between graduate students' demographic characteristics and their satisfaction with the types of information in the Graduate Students Organizational Journal**

Based on the results of the hypothesis test, the following conclusions were arrived at:

**Hypothesis 1:** There is a significant relationship between the graduate students' year of study and their satisfaction towards information on Jobs, News, and Kasetsart University. However, no significant relationship was found for information on Education, Services, and Technology.

**Hypothesis 2:** There is a significant relationship between the graduate students' field of study and their satisfaction towards information on Education, Jobs, News, and Technology. However, no significant relationship was found for information on Services and about Kasetsart University.

**Hypothesis 3:** There is a significant relationship between the graduate students' occupation and their satisfaction towards information on Services, Jobs, and about Kasetsart University. However, no significant relationship was found for information on Education, News, and Technology.

#### **4. Recommendations to improve the Graduate Student Organizational Journal**

The graduate students had high satisfaction of the GSO Journal's name, but still suggested several title names.

Likewise, the logo was appropriate. Majority of the students were highly satisfied with the Kasetsart University's logo while some students suggested other logo designs.

The students had medium satisfaction with 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 believed that using many colors will make the GSO Journal more attractive, clear and interesting.

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

### **Discussions**

The study clearly shows that Kasetsart University Graduate Students satisfied with Graduate Student Organizational Journal.

The satisfactions clearly show in questionnaire that the students are highly satisfied with the present name of the GSO Journal. They also view the logo as very appropriate for the journal. However, they believed that the use of pictures in the journal can be further improved by using high quality pictures, avoiding too many pictures in the cover, and making pictures showing activities bigger to show details. Likewise, the students preferred to use three to four colors in the journal. They believed that it will make the journal more attractive, clearer and interesting. They highly preferred an on-line version of the GSO journal as it is more accessible for them, but still would like to have copies of the booklet version. In terms of size, the students opted for an A4 sized-journal that is folded in half, since that format is easy to keep and carry, as well as easy to read and economical. For information needs, the students wanted to include and emphasize on education, Kasetsart University and other services. They also suggested to add some news, and information on technology and job opportunities. Finally, the students emphasized that they preferred that the journal be published monthly, and be made easily accessible by distributing them at the KU Central Library, Graduate School Building, and Learning Center.

With respect to hypothesis testing, it could be stated in summary that there are significant relationship between the graduate students' year of study and their satisfaction towards the types of information, the graduate students' field of study and their satisfaction towards the types of information, and the graduate students' occupation and their satisfaction towards the types of information.

The results of this study fully support the hypothesis of Sreechochart (2004); the field of study, occupation, income, and behavior in listening to the program showed correlation with the level of satisfaction.

These, it could be concluded that the Graduate Student Organizational Journal editorial staffs should select the types of information that concern the graduate students' year of study, field of study, and Occupation.

### **Recommendations**

Based on the findings of the research study, the following are therefore recommended:

1. According to the demand on the types of information, the GSO Journal should include more content regarding news, technology, and jobs at a suitable degree in order to serve and satisfy its readers.
2. The editorial staff of the GSO Journal should establish good public relations before distributing the journal since the intended audience did not know about the GSO Journal and were not interested in reading it.

### **Recommendations for Further Study**

Although this research study was conducted by using a limited population, the answers to the research questions were clear. However, the research would be more beneficial if conducted among other population groups in order to add more demographic dimension to the topic. Furthermore, an analysis of the rate of audience satisfaction can be done after the recommendations to improve the Graduate Student Organizational Journal were implemented.

Alternatively, the research, if covered and given more emphasis on marketing aspects, could also be applied as a market research for information providers because the result of the study could reveal consumers' information demand.