

Research Title : The Development of Student Relationship Management Model using
Data Mining Technique

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ABSTRACT

This research is to study and analyze the factors that affecting the students satisfaction in Student Relationship Management (SRM) model using data mining technique .Groups of data were separated by clustering by K mean algorithm. Consequently, the individual data can be analyzed by JRip technique, which to find out the relationship to others factor. This research is based on quantitative study of a sample of undergraduate student of seven universities both public and private university in Thailand. Data were collected through individuals questionnaires from an accidental sampling of 2,731 to examine the satisfactions of students. The questionnaire composed of the overview of curriculum, the proprieties lecturer and the facilities in university.

The results of segmentation were separated by the levels of study year .Thereby ,the analysis provides more correctly and effective evaluation of students satisfaction factor .For example the average of the satisfaction (\bar{x}) in the first year is 3.77, the average of the satisfaction (\bar{x}) in the second year is 3.65, the average of the satisfaction (\bar{x}) in the third year is 3.67 ,and the average of the satisfaction (\bar{x}) in the fourth year is 3.77. Moreover, this research regard the important relationship of the others factors in lower satisfaction student segment . The relationships help the university improve the service to the best for theirs satisfaction of students.

Keywords : SRM, Data mining, Clustering , K Mean ,JRip