IMAGE ANALYSIS OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP

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ABSTRACT

This paper was study about the image analysis of Rajamangala University of Technology Krungthep. The objective was to take the university image analysis from 2,409 internal and external attitudes. There were 158 lectures, 95 officers, 512 students, 454 parents, 367 secondary school students, 452 alumni, 71 entrepreneurs and 300 people nearby the university. By using the questionnaire and the dependent t-test to analyzed the general image, the present opinions and the future perspectives. For the qualitative was using the content analysis. The results were separate into the general image, the present opinions and the future perspectives. The general image were at the good level. The present opinions were the graduated had the skill ready to work, the student still had aggressive problem, the central city location, and the well-known alumni. The future perspectives were the quality lecturers, the unity students (don’t aggressive, good skill, politeness), the identity graduated which are thinker, communicator, writer, using at lease 2 languages, management ability, the unity university of 3 areas, the easy recognize name, the sculpture which is the symbol of the university and the museum of the university. The comparison between the present opinions and the future perspectives there were significant differences at the .05 level.

The suggestion was made the strength which different from other university from the existing: by lectures development, entrepreneur cooperative, alumni involution and continue information publication inside and outside.

Keywords: Image, Rajamangala University of Technology Krungthep

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INTRODUCTION

There were high competitions for the knowledge based economy development and the evolution of Thai education. Especially in higher education which had increased the quality competition. So many universities had changed their strategy into the competition (Laura, 2009).

Rajamangala University of Technology Krungthep (RMUTK) was the practical university which is the graduated was in the middle level that had the skills and technologies ready to go to work. The university was came from the former 3 well know vocational campus of Rajamangala Institute of Technology (RIT) be compared as the 3 ropes tie together to be strong (Sathit, 2009) There were Bangkok Technical Campus which was the famous industrial vocational, Bopitpimuk Mahamek Campus which was the famous administration and fine art, and South Bangkok Campus which was the famous home economics.

Since, each campus had the famous in the difference areas, then RMUTK image as the internal and external attitudes at the beginner quite not clear and can not shown the university strength. The important of the graduated quality are quality of the curriculums, lecturers, facilities, and the direction of movement. The questions were how the people in the university realized the university image such as strength, weakness, process, social responsibility, reliability, public relation and the future perspective of the university.

As the problem, this study aimed to analyze the RMUTK image as the internal and external attitudes. The results are concern the university image in the present and can be use as the common data for university development into international standard.

Objective
1. To study the RMUTK image of the internal attitudes; there were administrators, lecturers, students and officers.
2. To study the RMUTK image of the external attitudes; there were secondary school students, parents, alumni, entrepreneurs and the people nearby the university.
3. To synthesize the RMUTK image.
4. To analyze the direction of RMUTK image development.

Benefit
1. The results can be reflected the internal and external attitudes of the university.
2. The university can be used as the common data to develop the curriculums and the learning process. Also the other university.
3. To developed the RMUTK image and identity to be international standard.

MATERIALS AND METHODS

Population and Sample
The total 2,409 samples are separate into the internal attitudes were from 158 lectures, 95 officers, 512 students. For the external were from 454 parents, 367 secondary school students, 452 alumni, 71 entrepreneurs and 300 people nearby the university.
Instrument
The research was used questionnaire as the instrument, consist of;
Part 1 the fundamental data and the common image of the university as the check list.
Part 2 the present opinion and the future perspective of RMUTK image which are 5 rating scale as strongly agree, agree, neutral, disagree and strongly disagree.
Part 3 the suggestion of the RMUTK image development as open-ended question.

Try Out
1. The questionnaire was content validity by 3 experts before improved.
2. The improved questionnaire was face validity at the amount 30 issues. The Cronbach’ alpha coefficient was .98.

Data Analysis
1. The quantitative data was analyze; the fundamental data of the samples, the general image, the present opinion and the future perspective.
2. The assumption tested, then compared between the present opinion and the future perspective by using dependent t-test. The qualitative data was used content analysis.

RESULTS AND DISCUSSION
For the results can be described into 6 topics: there are the general image, the present opinion about weakness and strength, the future perspective and the guide line for the image development.

3.1 The General Image
Almost samples (47.3%) attitude are at the good level. Since the internal attitudes are at the neutral level (45.09%). While the external attitudes are at the good level (55.3%). As the following opinion;

The image at the good level from all sample groups
1) The university had the famous faculty and department.
2) The suitable location.
3) The departments are the social requirement.
4) There are famous alumni.

The image at the good level except lecturers and officers
1) The reputation in the social.
2) Top ranking of Rajamangala University of Technology.
3) The quality graduate, good skill.
4) The quality lecturer, be proficient.
5) The students proudly while studying in the university.
6) Strong assured to recommend other to study in the university.
7) The graduate was required by the entrepreneur.

The image at the neutral level
1) Modern classroom and laboratory.
2) The rapid publication.
3) The disseminated academic and vocational.
4) The vocational short course training.
5) The clean building/classroom.
6) The environment suitable for learning.
8) The convenient information access.
9) The modern curriculum.

All sample groups agree with the image at these neutral level exclude the lecturers and the officers. That were admitted the general image at low level about the student politeness. Since all sample groups agree with the student politeness had impact to the image.

3.2 The Present Opinion

The present opinion in order of all sample attitudes
1) The practical university.
2) There are student dispute problem.
3) The location at the center of Bangkok.
4) The honor alumni.

The present opinion in order of internal attitude
1) There are student dispute problem.
2) The location at the center of Bangkok.
3) The practical university.
4) The honor alumni.

The present opinion in order of external attitude
1) The practical university.
2) The location at the center of Bangkok.
3) There are student dispute problem.
4) The honor alumni.

3.3. The Opinion about Weakness and Strength

Strength
1) Low tuition fee.
2) The suitable location.
3) The opportunity to get job.
4) The famous of former vocational institute.

Weakness
1) There are student dispute problem.
2) The low efficient publication.
3) Non identity such as statue, building or physical environment.
4) The long name, which difficult to recognize, so adhere to the former name.
5) The quality of lecturer.
6) The input student quite low quality, no identity and impoliteness.
7) Low social activity.

3.4 The Future Perspective

The samples perspective was the positioning of the university which should be the practical university, entrepreneur cooperative and academic provider center.

The comparison between the present opinion and the future perspective

Table 1. shown the comparison of all sample groups in present opinion as $\bar{X} = 3.50$. The maximum was the secondary school student with $\bar{X} = 3.87$. Follow by the alumni, the entrepreneur, the people nearby the university, the parent, the student and the lecturer and the officer with $\bar{X} = 3.63$, $\bar{X} = 3.51$, $\bar{X} = 3.50$, $\bar{X} = 3.47$, $\bar{X} = 3.46$ and $\bar{X} = 3.08$ respectively.

For the future perspective of all sample groups was $\bar{X} = 4.28$. The maximum was the lecturer and the officer with $\bar{X} = 4.28$. Follow by the secondary school student, the alumni, the student, the people nearby the university, the parent and the entrepreneur with $\bar{X} = 4.59$, $\bar{X} = 4.37$, $\bar{X} = 4.30$, $\bar{X} = 4.27$, $\bar{X} = 4.24$, $\bar{X} = 4.17$ and $\bar{X} = 4.05$ respectively.

Table 1. The present opinion and the future perspective

<table>
<thead>
<tr>
<th>Sample Groups</th>
<th>n</th>
<th>Present Opinion</th>
<th>Future Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Lecturers And Officers</td>
<td>253</td>
<td>3.08</td>
<td>4.59</td>
</tr>
<tr>
<td>2 Students</td>
<td>512</td>
<td>3.46</td>
<td>4.27</td>
</tr>
<tr>
<td>3 Alumni</td>
<td>452</td>
<td>3.63</td>
<td>4.30</td>
</tr>
<tr>
<td>4 Secondary School Students</td>
<td>367</td>
<td>3.87</td>
<td>4.37</td>
</tr>
<tr>
<td>5 Parents</td>
<td>454</td>
<td>3.47</td>
<td>4.19</td>
</tr>
<tr>
<td>6 Entrepreneurs</td>
<td>71</td>
<td>3.51</td>
<td>4.05</td>
</tr>
<tr>
<td>7 People Nearby The University</td>
<td>300</td>
<td>3.50</td>
<td>4.24</td>
</tr>
<tr>
<td><strong>The Total</strong></td>
<td></td>
<td>3.50</td>
<td>4.28</td>
</tr>
</tbody>
</table>

3.5 The Future Perspective

1) More quality lecturers.
2) The unity student, no dispute, good skill, politeness.
3) The identity graduate with special skill.
4) The unity of former 3 campuses.
5) The name of university which easy to recognize.
6) The statue has the identity of the university and also the hall of frame.
3.6 The Guide Line for Image Development

1) Rapid lecturer development.
2) Seriously entrepreneur cooperative.
3) Alumni participation.
4) The identity of student which different from other university.
5) Strategy and development planning and evaluate.
6) Seriously and continue public the university strength.

CONCLUSION

As the conclusion of RMUTK’ image, the university should be the practical university which graduate had the skill ready to work. Should be has the seriously and continue entrepreneur cooperative (industries) (Chaimusik, 2006) Also be the center of academic and vocation provider. The identity of students with special skill; be profession, management ability, two languages communicate, politeness, patient, good career’ attitude. The unity thought the university identity. The physical environment is suitable for learning activity. The statue has the identity of the university.

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