

# GUIDELINES FOR DEVELOPING AN ONLINE SYSTEM FOR STUDENT ADMISSIONS (SPECIAL PROGRAM)

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## ABSTRACT

This research Aims to 1. The purpose is to find ways to develop a manual for students (Special) 2. To determine the effectiveness of Admissions Guide (Special) Manual of Admissions developed. Using quantitative research (Quantitative Research). The population in this research include academic staff. Academic Staff and Students Political Science College of Innovation and Management Suan Sunandha Rajabhat University research results for performance improvement guide admission (Special) College of innovation management and overall at the highest level ( = 4.32, SD = 0.48) when considering each side, the highest level is the utilization ( = 4.37, SD = 0.43), followed by accuracy ( = 4.33, SD = 0.50) and subsequent the right side ( = 4.28, SD = 0.51). Higher education is higher education. Education dictionary The 2008 edition of the Royal Institute defines higher education as "management of post-secondary education consisting of education below bachelor's degree. Undergraduate and higher education" may also be referred to as education. Postsecondary education Generally, pre-tertiary education is popular. Divided into primary education, which is the first level of education (Primary education) that takes about 6 years. and secondary education, which is the second level of education (Secondary education) that takes about 6 years and when it reaches the higher education level, it is called It is the third level of education (Tertiary education) which starts around the 13th year onwards. consistent with the research (Tanapol Kortana, Bundit Phangnirun, Pawita Kakhai, 2022)

**Key words:** Progress, Online Student Admission Guide Background and Significance of the Problem

## INTRODUCTION

The results showed that the schools had not achieved satisfactory level of success. Therefore, the question on what key factors leading to the success of the project change management remains unanswered. These key factors can serve as a lesson for the implementation

of a next project. The objectives of this research were to: 1) obtain the lessons learned from change management and key success factors of schools whose practice had high satisfactory result; 2) study key success factors of change management of these schools; and 3) develop a model of a relationship between outcomes of change based on the school missions and key success factors.

Departments responsible for teaching and learning Higher education is often referred to collectively as "Higher education institutions" which in Thailand popularly used for plant names these institutions that "University", "College", including using the word "institution", such as Chulalongkorn University Thammasat University, Mahidol University Sukhothai Thammathirat Open University Boromarajonani College of Nursing National Institute of Development Administration King Mongkut's Institute of Technology Ladkrabang System for admission to study in higher education institutions in Thailand Higher Education Selection System (in short, the Higher Education Selection System) is a system for recruiting people who have graduated from high school or its equivalent. and selected to study in higher education institutions The selection system for higher education has been in development since 1961. The original system was the UCAS Central Selection System (2000 - 2005), often referred to as entrance examination Organizations and departments under

College of Innovation and Management, Suan Sunandha Rajabhat University There is an administrative structure with the position of the dean as a supervisor There are 5 departments supervised by the Deputy Dean, divided into 5 departments: 1. Executive Vice Dean 2. Associate Dean for Academic Affairs 3. Associate Dean for Research and Academic Services 4. Associate Dean for Planning and Quality Assurance and 5. Associate Dean for Student Affairs which job recruiting students Under the supervision of the Associate Dean for Academic Affairs

College of Innovation and Management, one of the autonomous departments of Suan Sunandha Rajabhat University have the main objectives according to higher education institutions is to manage teaching and learning with quality creative knowledge A moral couple and lead society that responds to the needs of local and international society. Providing a variety of education, flexible, focusing on students to create innovation and lifelong learning both in the formal and non-formal Research and development of management innovation To have quality to strengthen the community and society sustainably. Provide quality academic services on technology and innovation transfer to communities and society. Support and promote the preservation of arts and culture as part of the teaching and learning of student admissions. It is therefore one of the missions of the college. to promote learning for people who wish to study at the higher education level which has both normal and special sectors for people who work such as cooperation projects Academics with the Army The College can develop Army personnel for academic development in order to develop personnel's potential and promote the advancement of Army personnel. The researcher therefore foresees the importance of student recruitment. Therefore, there is a research concept on "Development of student admissions manual (special semester) College of Innovation and Management to achieve efficiency in the process of recruiting personnel who operate and develop to satisfy service users.

## **RESEARCH OBJECTIVE**

1. To find a way to develop a manual for student admissions (special session).
2. To find the efficiency of the student admissions manual (special semester) according to the admissions manual.

## **RESEARCH METHODOLOGY**

## **Theory and related research**

Cognitive concepts and theories this research The researcher has studied the meaning, perception and cognitive behavior, and related theories from various sources as follows.

2.1.1 The meaning of perception (perception) Scholars in many fields have given the meaning of perception as follows: Schiffman & Kanuk, (2000, p. 146) It has been said that perception is the process by which an individual chooses to perceive an external stimulus through sensation (sensation) or actively takes in external information (active) using subjective states (subjection) and creative (creative) will cause 3 work processes. These include selection of stimuli, classification of stimuli (organization), and evaluation or interpretation. (evaluation or interpretation) Perception covers the influence it receives from society. It's not caused by the mind and coordinated alone. But perception is caused by social influence. or the human environment, which also refers to social and cultural systems.

### 2.1.2 Meaning of cognitive behavior

Ngamphit Satsa-nguan (2000, pp. 96-97) stated that role is the behavior expected for people in various situations to act (role expectation) is the role expected by a group or society to make Relationship partners can have social interactions. As well as being able to predict the behavior that will occur, for example, fathers will be expected from society to perform various roles or responsibilities. Father's is raising children, contributing to education, teaching, giving love, kindness, etc. Other positions are the same, such as teachers, clerk, janitor, all have roles that are expected to be performed as occupying those positions. It is from the person who defined the meaning of the aforementioned role. It can be concluded that role means duty or condition that must be performed. and all rights acquired with position In order for the person holding the position to comply, part of which may be determined by the expectations of the organization. or the incumbent himself or other stakeholders

Lakkhana Siriwat (2006, page 45) said that recognition means The occurrence of meaningful and coordinated contact, the occurrence of a sense of touch, is something meaningful. may be something known and understood The meaning of touch must use previous experience or prior knowledge. Therefore, if a person does not have previous knowledge or forgets about that matter, then there will be no perception of that matter, but will only experience the stimuli.

## **Satisfaction Concepts and Theories**

The concept and meaning of satisfaction The meaning of satisfaction Scholars have given the meaning of satisfaction as follows:

Taveepong Hinkham (1998, page 8) stated that satisfaction is human preference for feeling towards anything. and respond to the needs of that The nature of the work is very challenging for the operator.

Kanchana Arunsukruchi (2003, page 5) said that Human satisfaction can be expressed through behavior. not visible must be observed from the light output of that person that there is satisfied or not Therefore, a stimulus must be created as a motivation. satisfaction in that job

Samit Satchukorn (1999, p. 18) stated that satisfaction means the level of feeling of the user compared to what is received and what is expected. make a difference

If considering the satisfaction of the service. Everyone had high expectations. that must receive impressive service As a result, users want to come back to use the service again. can be divided into 2 levels: level 1 satisfaction that meets expectations, level 2 satisfaction that exceeds expectations. Is feeling gratified or impressed with the service that exceeds expectations. and can be divided into two types: positive feelings and negative feelings

Phanida Chaipanya (1998, page 11) said that satisfaction measurement You can do this in several ways:

1. Using a questionnaire inquiry designer set answer style or independent question so that the respondents are in the same way This method is commonly used. The form of the

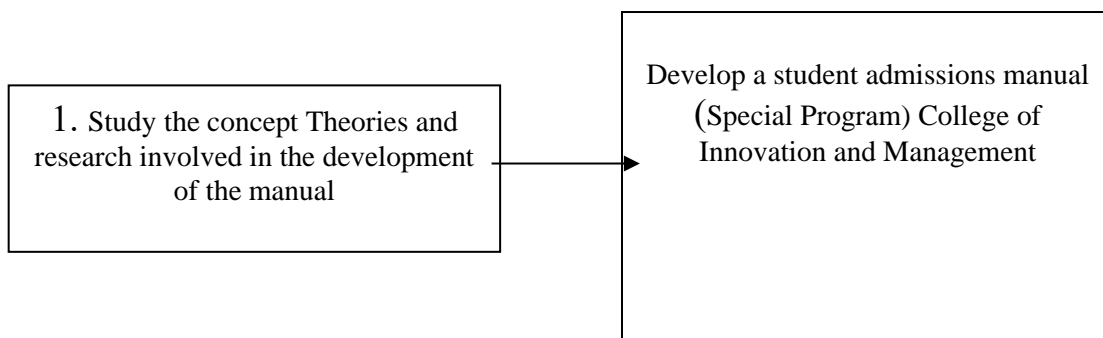
questionnaire is often used to measure attitude as another method. is the Likert scale. Represents the level of feeling of 5 answers, such as: most, most, medium, least, least.

2. Interview: The researcher must go out and inquire in order to obtain true information.

3. Observation is a way to measure satisfaction. By expressing words, verbs, gestures and observations It is the most widely used study method to date to measure satisfaction. In conclusion, it is a statement of desire for something. which can be measured in many ways such as using questionnaires, interviews, observations

## RESEARCH FRAMEWORK

### Conceptual framework for research



### How to conduct research

#### Population and samples used in the research

##### 1 Population determination and sample selection

1.1 The population used in this research study is a quantitative research (Quantitative Research) The population used in this research. are academic and academic support personnel of the College of Innovation and Managing Suan Sunandha Rajabhat University, 90 people. Research period between October 2021 - June 2022

Population used in research consisting of personnel College of Innovation and Management, Suan Sunandha Rajabhat University There are a total of 90 people. Sample (Sample) The sample used in this research. There are 10 academic personnel of the College of Innovation and Management and 10 academic supporting personnel of the College of Innovation and Management obtained by simple random sampling. with the method divided according to the bachelor of political science curriculum Department of Political Science By specifying 10 political science professors, 5 academic support personnel involved in student recruitment, and 5 political science students.

#### Research tools

Is a quantitative research (Quantitative Research) collects data from a sample of the population using a single measure. The tool was a questionnaire (Questionnaire) as a tool for collecting data. in which the researcher prepares the questions studied To be useful in collecting information from various documents. to analyze

#### Data collection

Primary data is data that has never been collected by other organizations or researchers. is information that The researcher collected for the first time himself. The primary data collection method for this research was the use of questionnaires. (Questionnaire) is a data collection tool. A total of 90 questionnaires were designed by the researcher. The questionnaire was collected by

the researcher at the College of Innovation and Management. It took a total of 60 days to collect data.

## RESEARCH RESULTS

1. The results of the analysis were 5 males, representing 41.66% and 7 females, representing 58.34%.

2. The results of the sample analysis consisted of 2 academic personnel, representing 16.66%. 5 academic support personnel, representing 41.67% and 5 students, representing 41.67%

3. Efficiency results of the development of student admissions manual (special semester) College of Innovation and Management as a whole was at the highest level ( $\bar{x} = 4.32$ , S.D. = 0.48) when considering each aspect with the highest level was the utilization ( $\bar{x} = 4.37$ , S.D. = 0.43), followed by accuracy ( $\bar{x} = 4.33$ , S.D. = 0.50) and later Suitability ( $\bar{x} = 4.28$ , S.D. = 0.51)

4. Overview of the accuracy of the student admissions manual was at the highest level ( $\bar{x} = 4.33$ , S.D. = 0.50) when considering each item Issues with the highest level of value That is, each section of this manual covers content and page designation with clarity ( $\bar{x} = 4.60$ , S.D. = 0.51), clarity of content in the manual, easy to understand ( $\bar{x} = 4.80$ , S.D. = 0.53), and minor issues. the most That is, each step of the guideline is appropriate according to the procedure ( $\bar{x} = 4.10$ , S.D. = 0.32).

5. The overview of the suitability of the Student Admissions Manual (Special Program) College of Innovation and Management was at the highest level ( $\bar{x} = 4.28$ , S.D. = 0.51) when considering each item. Issues with the highest level of value That is, this manual is suitable for use in student recruitment (special program) ( $\bar{x} = 4.40$ , S.D. = 0.51), followed by issues, scope of work according to the steps specified. can be used as a practical guideline at the highest level ( $\bar{x} = 4.30$ , S.D. = 0.67) and the issue at the high level That is, the manual has a clear component ( $\bar{x} = 4.20$ , S.D. = 0.42) and the book is suitable for use ( $\bar{x} = 4.20$ , S.D. = 0.42).

6. The overview of the utilization of the student admissions manual (special program) College of Innovation and Management was at the highest level ( $\bar{x} = 4.37$ , S.D. = 0.43) when considering each item. Issues with the highest level of value when considering item by item Issues with the highest level of value is that the information obtained from practice will be a guideline for the development of student admissions manual (special program), College of Innovation and Management ( $\bar{x} = 4.70$ , S.D. = 0.48), followed by issues for each step of student admissions. Users can study and practice by themselves at the highest level ( $\bar{x} = 4.30$ , S.D. = 0.48) and issues at the high level. is that this guide is useful for student recruitment (special semester) ( $\bar{x} = 4.10$ , S.D. = 0.32)

## SUGGESTION

The results of this research study The researcher can present as a proposal and the result of the research study as follows:

1. The development of the manual should be developed from the problems that arise. To guide the development of the recruitment process to be more efficient.

2. Personnel should be developed. to be ready Expertise in handbook development and student recruitment There is a supervision, follow-up, evaluation on a continuous basis.

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