

THE DEVELOPMENT OF STUDENT APPLICATION FORM FOR DOCTOR DEGREE IN SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

Research on of student application form for Doctor degree in Suan Sunandha Rajabhat University intended for to develop student recruitment forms to reduce steps and obstacles for even more quality and implement and try out the form to achieve development can be adapted for use in operations very well until being satisfied and effective for students in the Doctor of Philosophy Program Management Innovation

Proceed in 3 steps: Step 1 Study the details related to student recruitment from Suan Sunandha Rajabhat University's regulations on graduate degree. Step 2 Prepare a form. and step 3, assess the suitability of the form 30 students applying for the current semester were selected by a specific method. The tools used were the interview form and the suitability assessment form. Data was analyzed by content analysis. averaging and standard deviation

The results showed that Forms for developing student application submissions at the Doctor degree the result of overall suitability assessment was at the highest level in all 3 aspects, both in terms of forms. content in the form and the aspect of utilization with a mean of 4.75 and a standard deviation of 0.53.

Keywords: The Development of application form, Student recruitment

INTRODUCTION

From the College of Innovation and Management has managed to teach at the doctoral level in the Doctor of Philosophy Program Innovation Management The curriculum is one of the departments governed by the College. Their roles and responsibilities are service work, teaching work, research work, internal and external academic service work. as well as other tasks assigned This research will focus on the development of student recruitment patterns at the postdoctoral level. This problem affects the application process that has many steps. thereby causing a delay Therefore, the development of the recruitment model to reduce the process and to achieve better efficiency.

For this reason, the researcher realized the importance and was interested in researching the quality of student recruitment model development. to reduce obstacles and problems Including creating satisfaction in the service of students in the program. The researcher provides information and services. The obtained results will be used as basic information in order to develop guidelines

for improving student admissions. To have more quality Make the most of your courses and colleges. can respond to the needs of students effectively and make them more satisfied.

RESEARCH OBJECTIVES

1. To develop a student recruitment model to reduce steps and obstacles for even more quality to students in the Doctor of Philosophy Program Innovation Management.

2. Implement and try out the form. to achieve development can be adapted for use in operations very well until being satisfied and efficient.

Literary criticism

Concept and theory of service quality

The definition of service quality is a measure of how well the degree of service delivered by a service provider to a customer is related to the needs of the customer. Delivering service quality therefore means responding to customers who receive services. Based on customer expectations (Lewis & Bloom, 1983), service quality can be divided into 2 types, namely, technical quality related to results. Or what the service recipients get from that practice can evaluate the results. From product quality (Product Quality) Functional Quality be evaluated from methods or work processes (Gronroos, 1990). The service business also has unique characteristics that are different from other general products that marketers and Business owners must take into account the following (Na Aythuya, W.2004) 1. It is a product that cannot be touched. (Intangibility) The general service is characterized by 2. Variability Heterogeneity Service quality that is generally inconsistent. The course is quite high as it often depends on the employees who deliver the service. and time given service provider service method of providing service 3. Consumption and production are inseparable. Services are generally offered first. And after that, production and consumption of services take place simultaneously 4. cannot be preserved In general, we cannot keep. services in the form of inventory. causing the organization to lose the opportunity to sell that service.

Methods for measuring service quality

Gronroos, C. (1990). Proposed an idea that indicates Perceived Service Quality (PSQ) and Total Perceived Quality. Conduct research on consumer behavior and the outcomes that consumers expectations about quality service The service quality that consumers will be able to perceive is caused by 2 parts: the quality that consumers or customers have expected (Expected Quality) and the quality that arises from the experience of consumers themselves (Experienced Quality), where the customer will Evaluate whether these two components are coordinated or not. In conclusion, the quality that the consumer or Customers can be recognized (PsO), which if the quality that comes from the expertise of the consumer experience. The aim was not as expected. As a result, consumers have a feeling of poor quality of that service.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A study of service quality found that there are 10 basic factors that consumers use to determine service quality: Information is collected in two ways: perception and expectation, as shown below:

1. Reliability related to service procedures
2. Response is the determination and preparation of the team and employees, including appropriate service time.
3. Capability of service providers. Employees must have long-term knowledge, skills and abilities.
4. Access is flexible and easy to communicate.
5. Enthusiastic and hospitable. Employees must be friendly, polite, modest and have good interpersonal relationships.
6. Communication means that employees can explain everything correctly to customers. Communication should be conducted in easy-to-understand language.

7. Reputation: the reputation of the organization, the credibility characteristics and integrity of employees who negotiate with customers. Trustworthy, trustworthy, and provide quality service for customers.

8. Safety means providing customers with harmless, risk-free and problem-free services.

9. Understand and understand customers, their wishes and personal needs. Pay attention to individual customers and remember their names.

10. Intangible services are the physical and external characteristics of an organization. Including equipment and materials related to facilities.

Parasuraman, Zeitham & Berry (1988) All 10 factors have been developed into a service quality indicator called "SERVQUAL" consisting of service quality indicators which to only 5 dimensions (Dimensions) as follows: 1. Reliability 2. Assurance 3. Responsiveness 4. Empathy 5. Tangibles

Customer Behavior "refers to the behavior of consumers seeking to purchase, use, and evaluate the use of products and services. It is expected that this will meet his needs, decision-making process, and personal actions in purchasing and using goods. (Kortana, 2020) There are five marketing benefits to consumer behavior: 1) Help marketers understand the factors that affect consumer purchasing decisions. 2) Help stakeholders find ways to correct consumer behavior and follow 3) Help market development and product development better. 4) It is conducive to market segmentation to meet the needs of consumers for the types of products they need. 5) It helps to improve Marketing strategies of modern consumer behavior competitors consistent with Apiratmanee Petchcharoen The purchasing behavior of Thai women's fashion shoes and the views of Thai women's fashion shoe store operators.

METHODOLOGY

The population used in this research students in the Doctor of Philosophy Program Innovation Management 25 people. Tools used in this research. The researcher has considered from statistical data analysis using a questionnaire a tool to collect data. It will be an open-ended questionnaire (Open Ended) and for the quality of the questionnaire. The researcher will test the quality of the questionnaire in two aspects: content validity and credibility of the questionnaire. Basic statistics consist of percentage, mean, standard deviation.

Data analysis results

Table 1 Evaluation Form Research on of student application form for Doctor degree in Suan Sunandha Rajabhat University

Assessment	level of demand		
	\bar{X}	SD	Level
Specific aspects of the process.	3.40	0.69	Moderate
System reliability	3.96	0.56	Most
Demand response aspect	3.65	0.59	Most
Convenience	3.61	0.53	Most
Understand demand perception	3.45	0.52	Most
Total	3.61	0.46	Most

From Table 1, the data analysis results showed that Development model assessment Form Research on of student application form for doctor degree in Suan Sunandha Rajabhat University the overall evaluation level is at a high level. by the highest level the reliability of the System reliability, followed by the Demand response aspect, followed by the convenience, followed by Understand demand perception and the least is the Specific aspects of the process.

SUMMARY

Student personal information found mostly female Aged between 31 - 40 years old, single and married and have a salary of 40,000 - 100,000 baht or more Department of Innovation and Management, Doctor of Philosophy Program Suan Sunandha Rajabhat University The assessment level is at a high level. When considering each aspect, it was found that the reliability aspect of the system had the highest average, followed by the response aspect. The side with the lowest average was the concreteness of the process. Moderate

According to the results of the study on the development of student recruitment Ph.D. Faculty of Fine and Applied Arts Suan Sunandha Rajabhat University as a whole found that the average was at a high level. Consistent with research by Intaso, N., 2011, pp. 129-133 regarding the actual perception towards the service quality in the Master of Business Administration Special Project and the loyalty of students to Suan Dusit Rajabhat University. The credibility in the overall teaching and learning quality standards and sub-sides, namely curriculum quality Special Project Management, Master of Business Administration Program, Suan Dusit Rajabhat University and the quality of employees in the special project of the Master of Business Administration Program Suan Dusit Rajabhat University good level As for the quality of teachers There is real awareness at a very good level. and have a real perception of the quality of teaching and learning in responding to student needs as a whole overall confidence Comprehension/sympathy The overall concrete service is at a good level.

The results of this research In evaluating the development model, applying for students Department of Innovation and Management, Doctor of Philosophy Program Suan Sunandha Rajabhat University, the overview comes from the introduction of the old admissions problem. come to improve to make it more efficient Forms for developing student application submissions at the postdoctoral level Suan Sunandha Rajabhat University The assessment form was at a high level. It was found that the service provision of personnel is important to perceive the quality of service to international students. from professionalism in service courtesy of personnel and heartfelt service liaison convenience and solve problems quickly By applying technology to develop the application process through the online platform. Contribute to the internal operational efficiency of the course.

SUGGESTION

1. Should study a variety of student recruitment patterns.
2. There should be studies on how to make forms from various researches. To bring the results to be developed as a guideline for the development of the recruitment form. to be effective in enrollment.

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