

# DEVELOPMENT OF ALUMNI DATABASE SYSTEM USING GOOGLE DATA STUDIO

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## ABSTRACT

The research on the development of alumni database system using Google Data Studio was developed with the objectives of 1. Ceate an alumni database of the College of Innovation and Management. 2. To study the satisfaction of visitors to the College of Innovation and Management alumni database. The researcher distributed questionnaires to 120 students, who received all documents back, representing 100%. The researcher analyzed the data with statistical values, Frequency, Percentage, mean, Standard Deviation, content analysis, and presented the analysis results as follows. The results of the study showed that students' satisfaction with the Google Data Studio format showed that their opinions were at a high level (mean = 3.93, SD = 0.9399).

**Keywords:** Google Data Studio, Alumni, Database System

## INTRODUCTION

Currently, alumni data of the College of Innovation and Management is collected as a document. As a result, searching for information and summarizing information to present in various formats is difficult and time-consuming, which makes it useless to use the information to support various forms of work such as academic services, curriculum improvement, etc. In order to create students with skills, knowledge and abilities according to the needs of the labor market and graduate users, there is no mediation between the College of Innovation and management of alumni and communication between alumni themselves. As a result, publicizing information and activities is difficult.

Nowadays, the internet system is available in all areas. As a result, people are increasingly using various services from the Internet network. The Internet can be considered a highly effective communication channel. Because there are no distance restrictions. Therefore, the Internet is very popular for exchanging information. It was found that alumni wanted to have publicity information through the alumni website. And want to know information about the activities of the department and others through the alumni database. In addition to promoting activities between the College of Innovation and Management and alumni, it can also build stronger relationships between alumni and serve as a resource for alumni. Of such importance. The research team came up with the idea to develop an alumni database system of

the College of Innovation and Management. The idea of participation in various fields from The role of the democrat party in promoting the participation of female politicians in parliament (Pannawat,2018) and mediate in communication between the College of Innovation and the management of alumni and between alumni among themselves, the Google Data Studio system is used to collect alumni information into the system.

### 1.1 Purpose of the study

Create a database of alumni of College of Innovation and Management and Study the satisfaction of visitors to the College of Innovation and Management Alumni database.

### 1.2 Conceptual framework

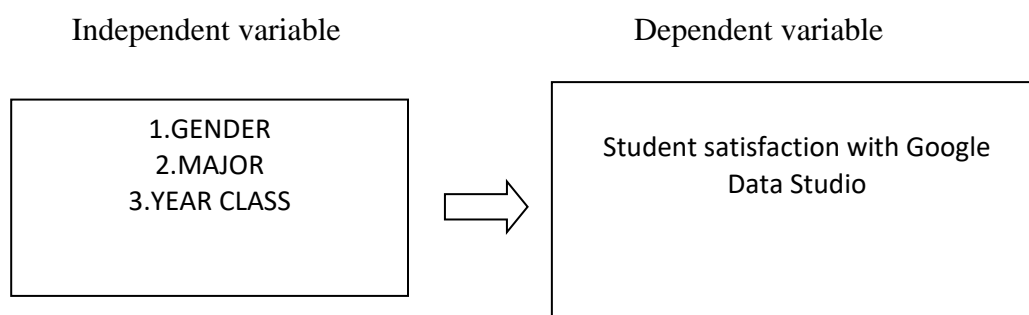


Figure 1: Conceptual framework

Figure 1 Shows the conceptual framework consisting of three independent variables in Personality including GENDER, MAJOR , YEAR CLASS and Dependent variable is Student satisfaction with Google Data Studio

## RESEARCH METHODOLOGY

### 2. Research methodology

#### 2.1 Research design

This study is survey research.

#### 2.2 Population and samples Population:

Student of College of Innovation and Management undergraduate All 120 unit were randomly selected by random or convenience sampling.

#### 2.3 Instrumentation

A set of questionnaires created by the researcher was divided into two parts as follows:

Part 1: General information. The questionnaire was designed in checklist form which could be chosen only one answer from all options consisting of gender,major,year class.

Part 2: Questions about the opinions of users of College of Innovation and Management Alumni Database System. The assessment issues consisted of 3 major issues: 1. Content 2.Usage 3. Dashboard page design

#### 2.4 Procedure

The researcher asked for cooperation from students from the College of Innovation and Management. Bachelor's degree in questionnaire Satisfaction with the alumni database Which has set a period of data collection from January to April until the number of 120 users is reached and sent, which will be checked and 100% complete

### 2.5 Data analysis

Descriptive statistics including percentage mean, and standard deviation were used for data analysis. In this regard, the interpretation of the mean criteria finding the range and stratum, then using the difference obtained to determine the criteria for measuring the opinion level as follows:

4.21-5.00 indicates an extremely high level

3.41-4.20 indicates a high level

2.61-3.40 indicates a moderate level

1.81-2.60 indicates a low level

1.00-1.80 indicates an extremely low level

## RESULTS AND FINDINGS

### 3. Results and Findings

Research on the development of an alumni database system using Google Data Studio 120 units received all the documents back. The researchers analyzed the data with statistical values such as frequency, percentage, average, standard deviation, content analysis and presented the results of the analysis as follow

#### 3.1 General information

Most respondents were male (66.67%), E-sport Management Program (56.11%), Sophomore year (68.06%)

#### 3.2 Results

Results opinions of users of College of Innovation and Management Alumni Database System were show table 1-3

*Table 1: Mean and Standard Deviation of Student satisfaction with Google Data Studio Rating Scale in General*

( n = 110)

Student satisfaction with Google Data Studio	$\bar{x}$	S.D.	Opinions	Ranking
Variety of program details	3.98	0.9551	high	1
Sufficiency of program information	3.84	0.9261	high	3

Suitability for the use of the system	3.96	0.9384	high	2
Total	3.93	0.9399	high	-

As shown in table 1, a mean and standard deviation of opinions' Student satisfaction with Google Data Studio overall was at a high level ( $\bar{x} = 3.93$ , S.D. = 0.9399). Considering each aspect Separately, it was found that the aspect with the highest mean was the variety of program details ( $\bar{x} = 3.98$ , S.D. = 0.9551), followed by suitability for the use of the system ( $\bar{x} = 3.96$ , S.D. = 0.9384). The Student satisfaction with Google Data Studio factor with the lowest mean was sufficiency of program information ( $\bar{x} = 3.84$ , S.D. = 0.9261)

## CONCLUSION

### 4. Conclusion

#### 4.1 General information

Classified by gender, most respondents were male, Major is E-sport Management Program and year class is sophomore with bachelor's degree

4.2 The opinions of users of College of Innovation and Management Alumni Database level on student satisfaction with Google Data Studio overall was at a high level. When considering each aspect separately, it was found that the aspect with the highest mean was the variety of program details, followed by suitability for the use of the system and promotion, respectively. When considering separately by aspect, it can be summarized in 3 topics, from the most to the least, as follows:

#### 4.2.1 Variety of program details

The form of the database looks simple and uncomplicated is high level and The beauty of the alumni database format is low level in topic

#### 4.2.2 Sufficiency of program information

Data Alumni can be useful for other tasks is high level and The completeness of information is low level in topic

#### 4.2.3 Suitability for the use of the system

Ease of use of the system is high level and Appropriateness of the menu is low level in topic

## SUGGESTIONS

### 5. Suggestions

According to the results of the assessment of student satisfaction with the Google data studio system.

5.1 The number of items in the questionnaire details should be more detailed because it has not covered the research.

5.2 Stakeholders should be allowed to participate in formulation, design, assessment, and auditing should be conducted and the assessees should be given an opportunity to clarify and ask questions. Answer the questions for the same understanding.

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