

Thesis Title	The Study of Perception and Satisfaction on Student Services and Guidelines for Media Development and the Activities of International Center for Engineering, King Mongkut's University of Technology Thonburi
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Abstract

The objective of this research was 1.) to study the perception and satisfaction of the users on Student Services of the International Center for Engineering, King Mongkut's University of Technology Thonburi, 2.) to study the Guidelines for Media Development and the Activities of the International Center for Engineering, King Mongkut's University of Technology Thonburi. The Sample Consisted of 400 Thai students from 6 departments Who studying in Faculty of Engineering, International Program in Academic Year 2014 with specific sampling method from users to the International Center for Engineering for quantitative data and interviewing 10 samples for qualitative data. The results showed that the samples on perception of Public Relations' Media to International Center for Engineering, the highest average was 'Online Media or Facebook' ($\bar{X} = 3.78$, S.D. = 0.56). The lowest average was 'Internet' ($\bar{X} = 3.64$, S.D. = 0.57). Student's perception in overall Public Relations' Media was at 'high' level ($\bar{X} = 3.71$, S.D. = 0.46). Student's Satisfaction in overall Student Services to International Center for Engineering from 7 types of service was at 'high' level ($\bar{X} = 3.68$, S.D. = 0.49). The highest average was the staff providing the service to students ($\bar{X} = 3.78$, S.D. = 0.57). The lowest average was introducing and arranging in ESL courses for international students ($\bar{X} = 3.52$, S.D. = 0.76). In the part of Guidelines for Media Development, Activities, and Student Services to International Center for Engineering, the interview stated to

develop Online Media or Facebook to be modern because it was comfortable in receiving information from International Center for Engineering at anytime anywhere and to spread the news as quick as an appropriate by the time. Moreover, the additional activities announced by International Center for Engineering were creative English skills in different ways, culture exchange, and voluntary activities.

Keywords : Perception / Satisfaction / Student Services / Guidelines for Media Development /
The Activities of International Center for Engineering