

ID: 2016-ISFT-432

Needs of Community at Samchuk District, Phra Nakornsriayutthaya District, and Muang Nonthaburi District Regarding the Services Provided by Rajamangala University of Technology Suvarnabhumi

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Abstract: This research aimed to investigate needs and comparative to needs of community at Samchuk district, Phranakron sriayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi, divided by gender, age, academic experience, occupation, average revenue per month and district. The sample group are people in community Samchuk district, Pranakron sriayutthaya district, and Muang Nonthaburi district were 399 respondents. Questionnaires were used as research tool to collect data with reliability at 0.925. Then the data was analyzed statistics including percentage, mean and standard deviation mean while t-test, one-way ANOVA and Fisher's Least Significant Difference (LSD) were also applied for hypothesis test. The result found that: The overall needs 3 aspects, education field, services field, and training field non differencing with needs of community classify gender, age, academic experience, occupation and district but average revenue per month have differencing to needs of community regarding the services provided by Rajamangala University of Technology Suvarnabhumi consider to services 3 aspects.

Keywords: Needs, Regarding the services, Community

1. INTRODUCTION

In the present day, it has been widely accepted that the development of human or human resources management is an essential matter. This is according to a World Culture Conference at Mexico in the year 1993. There has been an international announcement regarding the development of culture especially in clause 14 that 'human is the starting point and the aim for the development'. The tool for human development that is most significant is education. This can be seen from various countries that succeed at development often are the countries that their citizens have high level of educational development. Even UNESCO and UN also

foresee the important of education and thus, have a world conference to invite every country to develop their education. This is called 'Basic Education for all'. Each country will establish the education from basic education to secondary education to those under privilege to receive an equal opportunity to education [1-8].

The community services not only are an education for the personal development and occupation of people in the community. It is also affect the academic institutions and community leaders in the form of emotional cooperation that they are part of their country's development. Also, that the invention or study is part of assisting the society as a whole and create new knowledge which leads to problem solving and improvement in a longer run. Thus, community services are no less important than teaching and doing a research.

This is because service will help support teaching and doing research base on the actual conditions of that community. This will result in quality and efficient toward graduates that will serviced the society in the near future. Therefore, an education should not be based on the center stage, but the society should be involved as well. This is especially true with society that surrounding academic institution. According to the new Act, clause 29, it stated that 'Institution along with individual, community, community organization, vocational organization, religious institution, business and other teaching institutions to promote the strength of community.' This is done by establishing the learning process within the community so the community can study and seek for further news and knowledge. The citizen should also find the local knowledge and skills for the development of community. So it will correspond to the problems and needs as well as exchange experiences regarding community developments. Rajamangala University of Technology Suvarnabhumi has a direct obligation as follow:

1. To establish education for the human development in the science and technology field, to be at most quality, morality, and ethics in international level to respond the needs of the country.
2. To create research, inventions, innovations to broadcast technology and increased added value to correspond the needs of the society.
3. To provide variations of quality academic services and respond the needs of the society.
4. To maintain the culture, promote local knowledge and preserve environment.
5. To effectively manage based on the principle of good governance and use the information technology for the development so it satisfies the user.
6. Rajamangala University of Technology Suvarnabhumi has 3 campuses; which are area near Phra Nakornsriayutthaya district, Muang Nonthaburi district, and Samchuk district. Each area has a large majority of population within the community. In the area of Phra Nakorn sri-ayutthaya district, the population both male and female is 64, 752 persons. Muang Nonthaburi district have population at 46, 959 persons, and Samchuk district have 41, 228 persons, respectively [10]. It can be seen that each area consist of large numbers of population. It also include the lifestyles of the community in each area also differs. This is due to the different needs of community and citizen in each area according to statuses, geography, and overall economy.

This is the reason why the researcher is interested in studying regarding the needs of community at Samchuk district, Phra Nakornsri ayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi. The objectives are to study the needs of community in Samchuk district, Phra Nakorn sriayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarbabhumi. Also, this has been characterized into gender, age, academic experience, occupation, average revenue per month and district; it will be used as an approach for potential development for the university. So, the university will be able to fully service the community and suits the need of the community. This will result in the recognition of the improvement for further development of the students to have quality suitable for the needs of the market in the future.

2. LITERATURE REVIEW

Power Needs. The need for power denotes individuals' desires to be influential. This could manifest itself in attempts to make others behave, as one would like, or in a

manner that they might not have otherwise [5] [6]. In other words, individuals high in this need seek position power so that they can compel the actions of others. Those high in power needs prefer being in competitive, status-driven situations, and actively seek the trappings of status [14]. Additionally, they are concerned with ensuring that the methods they choose to influence others are within their control [14] [4]. However, in order to maintain viable interdependent relationships with others, individuals with high power needs must often restrain these desires [15]. A third challenge presents itself when one considers the hierarchy's application in modern society [3]. For instance, one way self-esteem comes about is through recognition from maximizing one's potential (self-actualization) [7]. This would imply that self-actualization is required to have self-esteem, which would make self-esteem follow self-actualization in the hierarchy. Therefore, self-esteem can be argued to be on at least equal footing with self-actualization as a motivator in today's society. This may be important to today's employees in some professions. Additionally, in today's society, many people realize only the first two needs: physiological needs and safety needs; some people never reach belongingness or self-esteem, not to mention self-actualization. Through media messages, this society emphasizes fulfillment through meeting lower-level needs. It may be that people who emphasize these lower-level needs over higher level needs can be just as motivated to perform as those reaching for self-actualization. This would lead to the conclusion that a person can accomplish much and be satisfied in life by only focusing on lower-level needs.

A Needs Assessment of Community in Bang Kruai District Nonthaburi Province for Computer's Academic Services of Ratchaphruek College. The result of this research found 49.25 percent of sample need to accept a computer's academic service and 40.00 percent need to accept with self condition such as they wanted to know schedule, their department who was accept for academic service. This research found computer content that people need to accept

academic service were, 30.25 percent for Internet and Social community content, 25.75 percent for Microsoft Office Program content and 15.00 percent for Smart Phone content. This research's conclusion 1) their job and work in responsible were not a factor for a need assessment of community in Bang Kruai district Nonthaburi province for computer's academic service. People need to develop themselves for improve their skill, knowledge and ability 2) Content of computer's academic service for community in Bang Kruai district Nontaburi province there were Internet and Social Community content, Microsoft Office Program content and Smart Phone content [9].

The results of the research found that for the foundation education, the need to study in the upper secondary level was the highest. For the vocation, the need to study New Theory Agriculture was the highest, For the education for

life-skill development, there was a need to study in the curriculum of sports against drugs and for the education for social and community development, there was a need to study public speech. For other results, the ideas for operation were; there should be an orientation to teaching and learning activities; Place of study should be at the sub-district community learning center; Classes should be on Saturday and Sunday at 9.00-12.00; Dresses should be informal without uniform and government should pay for costs of registration, books and training materials [12].

Which studied the needs of the community in services from Ban kum Sub district Administration Organization, Suphanburi province. The result of the research found that the factor that effect the level of needs of citizen in services from Ban kum Sub district Administration Organization consist of personal factor such as gender, age, academic experience, income, occupation, marital status. Additionally, the factors that are related to the sub district are the acknowledgement of news regarding the Sub district Administration Organization. However, the knowledge and understanding regarding Local Administration Organization and the cooperation in community activities have no effect toward the levels of needs for the citizens for the services by the Ban kum Sub district Administration Organization [13].

3. MATERIALS AND METHODS

The samples of this study were person consist; people in community at Samchuk district 41, 228 person, Pranakron sir-ayutthaya district 64, 752 person, and Muang Nonthaburi district 46, 959 person [10]. Due to finite populations, Taro Yamane’s formula was applied to calculate the sample size with 95 percent confidence level and 0.05 level of error [11]. Thus, the samples consisted of 399 person. and using stratified random sampling presented in Table 1.

TABLE 1: Calculate stratified random sampling

District	Population /person	Stratified random sampling
Samchuk	41, 228	108
Pranakron sri-ayutthaya	64, 752	169
Muang Nonthaburi	46, 959	122
Total	152, 939	399

Questionnaire prepared by the author was used as a research tool to gather data from the community at Samchuk, Pranakron sri-ayutthaya, and Muang Nonthaburi District. The questionnaire was divided into 2 parts. The first one was related to general data of respondents, divided by gender, age, academic experience, occupation, average revenue per month and district. The second one was associated with needs of community at Samchuk district, PhraNakorn sri- ayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala

University of Technology Suvarnabhumi. The questions in this section aimed to measure the level of needs of community in 3 aspects including education field, service field, and training field. Rating scale and interval scale were utilized for each question as follows:

- 5 = the highest level of regarding the services
- 4 = high level of regarding the services
- 3 = moderate level of regarding the services
- 2 = low level of regarding the services
- 1 = the lowest level of regarding the services

Steps to create the research tool; The author prepared and tested the quality of research tool following these steps: 1) Collect primary data from relevant documents and researches to define scope of tool to be concordant with examined variables. 2) Test the validity of questionnaire and consult with committee to help improve and revise it following the content of research. The scores were separated into 3 levels: 1 = consistent, 0 = uncertain, and -1 = not consistent. The index of consistency (IOC) of questionnaire must be higher than 0.5. And 3) The reliability of research tool was tested by trying out with 30 persons who were not the samples of this study. The obtained data were used to figure out the coefficient of reliability by applying α -coefficient of Cronbach and the reliability was 0.925. [2] After trying out, the complete questionnaire was used to gather the data from the samples.

Then the data were anlyzed following the objectives and the hypothesis of this research. Data collection; 1) The research directly contacted the community at Samchuk district, Muang Nonthaburi district, and Phranakron sri-ayutthaya district. 2) The author and student submitted the questionnaire to all samples and received it back. 3) The data were collected for investigation, scrutinization and analysis. Regarding the scrutinization and analysis, a software was implemented to process and analyze the data obtained from the questionnaire as follows: 1) The sample’s general information was analyzed and represented as frequency, percentage, and table with description. 2) The attributes of needs of community were analyzed and represented as frequency, percentage, and table with description. 3) Needs of community at Samchuk district, Muang Nonthaburi district, and Phranakron sri-ayutthaya district regarding the services was analyzed by conducting fundamental statistics and represented as frequency and standard deviation. The mean of needs of community at Samchuk district, Pranakron sri-ayutthaya district, and Maung Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi was translated by determining interval of scores regarding criteria of as follows: [1]

- Mean 4.51-5.00 = the highest level of regarding the services
- Mean 3.51-4.50 = high level of regarding the services
- Mean 2.51-3.50 = moderate level of regarding the services
- Mean 1.51-2.50 = low level of regarding the services
- Mean 1.00-1.50 = the lowest level of regarding the services

The different means were tested to compare gender, age, academic experience, occupation, average revenue per month and district. T-test was conducted for 2 sample groups while F-test was applied for more than 2 sample groups. Besides, Fisher's Least Signification Difference (LSD) was used when having a statistical significance.

4. RESULTS

Summary of Respondents' Status; Most of respondents or 66.42 percent were male Besides, 30.33 percent of them were at the age of 46 - 55 years old and 28.07 percent of them graduated Hight more Hight diploma degree and 30.38 percent occupation self-employed and most sample had average revenue per month 10, 001 - 20, 000 Baht and 42.36 percent were community Pranakron sri-ayutthaya district.

Needs of community at Samchuk district, Phra Nakorn sri-ayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi; The results found that the overall aspects of needs of community at Samchuk district, Pranakron Sri-Ayutthaya district, and Muang Nonthaburi district regarding services provided by Rajamangala University of Technology Suvarnabhumi were at high level. They could be ordered by mean and standard deviation as follows; training field, service field, and education field Moreover, the findings in this part could be divided in each aspect below: 1) The overall education of needs of community at Samchuk district, Pranakron Sri-Ayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi was at high level which could be separated into each aspect as follows: 1) In the education field, it is found that the needs of citizen living in each community concern the services provided by Rajamangala University of Technology Suvarnabhumi at the high level. This can be arrange in to the level of needs as follow; set up the skills and knowledge examination to evaluate citizens in each district, set the period of education both in theory and practice appropriately including the subsidy sector in every academic institutions, and increase the scholarships promotion, respectively. 2) In the community service field, it is found that the needs of citizen living in each community concern the services provided by Rajamangala University of Technology Suvarnabhumi and overall as well as each separated field in the high level. This can be arranged base on the mean and standard deviation as follow; set up news broadcasting of the community in each area through public relation or media by the university in different form. The second need is services regarding academic by providing suggestion or advices regarding community activity and the cooperation with the community in campaign against drug usage as well as research for the community, respectively. 3) In the training field, it is found that the needs of citizens living in each community concern the services provided by Rajamangala University of Technology Suvarnabhumi in an overall as well as separated field in the high level. This can

be arranged through the mean and standard deviation as follow; the variation of training curriculum, appropriate period in training according to the curriculum, training in each program as well as the cooperation between each investing and delegating product sector for the citizen in each district, so they can participate in the training with different sectors, respectively.

Comparison Results of Difference of needs of community at Samchuk district, Pranakron sri-ayutthaya district, and Maung Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi. The comparison results of needs of community at Samchuk district, Pranakron sri-ayutthaya district, and Muang Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi were divided by gender, age, academic experience, occupation, average revenue per month, and district. They were concluded as follows: 1) When divided by gender, there were 2 groups including male and female. The different gender of respondents had no effect on the overall needs of community regarding the services with the .05 level of statistical significance. 2) When divided by age, there were 5 groups including the age of lower 25 year, 25 - 35 year, 36 - 45 year, 46 - 55 year and higher than 55 year. The different age of respondents had no affect on the overall needs of community regarding the services with the .05 level of statistical significance. 3) When divided by academic experience, there were 4 groups consisting of lower secondary school, high school or vocational certificate/diploma, high vocational certificate, and high vocational certificate. The different academic experience of respondents had no affect on the overall needs of community regarding the services with the .05 level of statistical significance. 4) When divided by occupation, there were 4 groups consisting of government or state enterprise, freelance, employee, and other . The different education level of respondents had no affect on the overall needs of community regarding the services with the .05 level of statistical significance. 5) When divided by average revenue per month, there were 4 groups comprising of lower 5, 000, 5, 000 - 10, 000, 10, 001 - 20, 000, and more than 20, 000. The different average revenue per month of respondents affected the overall needs of community regarding the services with the .001 level of statistical significance. and 6) When divided by district there were 3 groups comprising of Samchuk district, Pranakron Sri-Ayutthaya district, and Nonthaburi district. The different district of respondents had no affect on the overall needs of community regarding the services with the .05 level of statistical significance.

5. CONCLUSIONS

According to the result of the research regarding the needs of community in Samchuk district, Phra Nakornsriyutthaya district, and Muang Nonthaburi district, it can be seen that the citizens with the different average revenue per month

will result in the needs in every fields of services provided by Rajamangala University of Technology Suvarnabhumi. It can be characterized into training area, community services area, education area. This is because when the community is interested and have needs for the university to have additional services could be because the community would like the university to cooperate with the community. Also, the community wants the university to promote community to have strength, as some community may lack the knowledge regarding vocational skill in order to increase their incomes. They may also lack the advices and training and lack education and knowledge which lead to community unable to develop. Thus, the university should focus on the base of the community and seek for a way to promote skill for the community. This is so the community can become stronger and able to stand strong; however, it does not correspond to the research studied the needs of the community in services from Ban kum Sub district Administration Organization, Suphanburi province. The result of the research found that the factor that effect the level of needs of citizen in services from Ban kum Sub district Administration Organization consist of personal factor such as gender, age, academic experience, income, occupation, marital status. Additionally, the factors that are related to the sub district are the acknowledgement of news regarding the Sub district Administration Organization. However, the knowledge and understanding regarding Local Administration Organization and the cooperation in community activities have no effect toward the levels of needs for the citizens for the services by the Ban kum Sub district Administration Organization [13]. This may be the result of the different in each community as well as local geography may also result in this research not to correspond to the particular research.

ACKNOWLEDGEMENT

This research on needs of community at Samchuk district, Pranakron Sri-Ayutthaya district, and Maung Nonthaburi district regarding the services provided by Rajamangala University of Technology Suvarnabhumi was accomplished by great support of all relevant persons providing valuable suggestions and opinions. The author would like to thank all contributors for their kind help. In addition, the author would like to thank Rajamangala University of Technology Suvarnabhumi for research fund to complete this research on needs of community at Samchuk district, Pranakron Sri-Ayutthaya district, and Maung Nonthaburi District regarding the services provided by Rajamangala University of Technology Suvarnabhumi.

Besides, the author would like to express my gratitude to my parents and also other persons whose names were not mentioned here for great moral support throughout this project. Their help encouraged the author to complete the research. If this paper would be beneficial to the study or

have any advantages, the author would like to give all credits to my parents and my teachers for the valuable knowledge.

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