

FACTORS AFFECTING PARTICIPATION IN EDUCATIONAL QUALITY ASSURANCE OF STAFF AND TEACHERS IN COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The development and create of media production for the public relations of the College of Innovation and Management. Aims to develop publications to guide its dash PR's innovation and university management Suan Sunandha Rajabhat University and to study the comments printed media for public relations of University innovations and management Suan Suan Sunandha Rajabhat University. The researchers distributed questionnaires to students applying to college, innovation and management in the year 2561, 461 persons have been documented to restore all the original figure was 100 percent. The researchers had data were analyzed with the statistical frequency. (frequency), percentage (percentage), mean (\bar{X}), standard deviation (SD) content analysis (content analysis) the study finds.

1. Evaluation publications for the public relations of University innovations and management Suan Sunandha Rajabhat University, with satisfaction levels ($\bar{x}=4.14$, S.D.=0.9368) When considering aspects of content found to be satisfied than the other side ($\bar{x}=4.53$, S.D.=0.8191) And the harmony (Harmony), the less satisfied another side ($\bar{x}=4.00$, S.D.=0.9594).

2. Evaluation comments are against the media for publicity of University innovations and management, Suan Sunandha Rajabhat University, with satisfaction levels ($\bar{x}=4.53$, S.D.=0.8417) when considering the list of messages can be found straight 4. start reading before it has to be satisfied than the other ($\bar{x}=4.53$, S.D.=0.8191) and 9. image clearly satisfied less than the others ($\bar{x}=4.07$, S.D.=0.6147).

Keywords: The Development, Media Production, Media

INTRODUCTION

1. Introduction

Background and significance of the issue

Strategic fundamentals in all areas are: increasing investment in research and development, development of science, technology and innovation. This must be done in

conjunction with accelerating the upgrading of skilled labor groups that are about to enter the labor market and groups currently in the labor market in line with the targeted production and service sectors and changes in technology. Including the development of people as a whole to be complete people of all ages who can manage changes in the living environment well, especially human capital development by upgrading the quality of education, learning skill development (Office of the National Economic and Social Development Board, 2017).

College of Innovation and Management is an agency that is equivalent to a faculty, have their own management regulations whose main goal is independence, highly flexible but under the supervision of the university Suan Sunandha Rajabhat. The College has the main missions according to higher education institutions, producing quality graduates for society, research, academic service and the preservation of arts and culture. The administration of the College of Innovation and Management has developed and thrived through the establishment of a network of cooperation with both the public and private sectors. Including the support of the executives. College faculty and staff involvement Everyone is involved in making the administration of the College follow the College's strategies and plans. that is in line with the university's strategies and plans, education management for management Entrepreneurs in both public and private sectors to have the ability to compete. Based on the principle that "Quality education will develop today's learners. in order to be a good leader in the future."

With background and the importance of such problems The researcher is therefore interested in studying Factors Affecting Participation in Educational Quality Assurance of Staff and Teachers in College of Innovation and Management, Suan Sunandha Rajabhat University to be used as a guideline for planning the development of internal quality assurance management of educational institutions. To have more quality to meet the mission of the college.

RESEARCH OBJECTIVES

2. Research Objectives

1. To study the relationship between causal factors and participation in educational quality assurance of staff and teachers in the College of Innovation and Management, Suan Sunandha Rajabhat University.

2. To study the causal factors influencing the participation in educational quality assurance of staff and teachers in the College of Innovation and Management, Suan Sunandha Rajabhat University.

3. Scope of the Research

Population and sample: The population used in the research were staff and professors. in the College of Innovation and Management Suan Sunandha Rajabhat University who participated in the educational quality assurance of 15 people.

Content: This research aims to find ways to drive educational quality assurance to achieve the goals set.

Time aspect: During January 2022 - July 2022.

location: College of Innovation and Management, Suan Sunandha Rajabhat University.

4. Expected Benefits

The information can be used as part of the development of educational quality assurance work to be more efficient.

5. The impact it will have on the way it works

can be used by educational quality assurance officers in their work.

RESEARCH METHODOLOGY

6. Research methodology

Population and Sampling: The population used in the research were staff and professors. in the College of Innovation and Management Suan Sunandha Rajabhat University who participated in the educational quality assurance of 15 people.

Method of study

Research tools: Creates a questionnaire. And developed by studying from academic documents, articles, textbooks, theories and related research. and present it to experts for feedback and improvements according to their recommendations. validate content integrity and content integrity.

Data collection

1. Prepare enough questionnaires for the number of samples.
2. Take the quality questionnaire to the study sample. The researcher clarified to answer the questionnaire to understand the objectives. and explain how to answer the questionnaire before the respondents. Get started and complete the collection of questionnaires yourself. It takes about 1 month to collect and collect data.

Data analysis: Basic statistics consisted of percentage, averaging and standard deviation.

LITERATURE REVIEW

7. literature review

Quality Assurance

Uraipan Chenwanichyanon (1997:2) defines "quality assurance" followed by a quality control process that receives quality and assesses the quality of the institution as before and do not forget to follow these rules. So what is the quality? Cryer Tribe (1993, cited in the Secretariat of the National Board of Education, 1998: 7). Said that "quality assurance" is a systematic program and operation. to ensure that The provision of education will meet the required quality.

Cuttance (1993: 18) Has meant that "Quality Assurance" means systematically planned strategies and specifically designed operations. to guarantee that the process is supervised Including that the work is always directed towards the set goals.

Utumpon Jamonman (2000: 1) Quality Assurance There are four related words: Quality Control, Quality Audit, Quality Accreditation and Quality Assessment.

Quality Control

Utumpon Jamonman (2000: 2) Has meant that "Quality control" means the implementation of the plan carefully in every step.

Quality Audit

Thong-in Wongsothorn (1998:1) and Harman (1996, cited in Uthumphon Jamonman, 1999: 8). Said "Quality Audit" means an external audit process to ensure that Higher education institutions have appropriate mechanisms for quality control.

Quality Accreditation

Utumpon Jamonman (2000: 2) Has given meaning "Quality Assurance" means the certification or non-certification of quality standards. These are sometimes physical standards such as area, number of devices, etc.

Poramet Saeng-on et al., (2022:50). The current study adds to the body of knowledge by investigating the critical role of supply chain processes and government regulations in promoting product quality development and certification. The purpose of this study is to build a concept for examining the supply chain's involvement in delivering enhanced product development services (traceability, processing plant inspection, and surveillance). Moreover, it

investigates the moderating effect of government rules On processors of fishing products. Therefore, the findings of this research indicate that improving supply chain attributes is critical for enhancing product quality and certification.

Wanchai Sirichana (1994) has done research on The development of a model for quality assurance in higher education for institutions of higher education under the Ministry of University Affairs The purpose of this research is to study basic concepts, principles, structures, methods and criteria for educational quality assurance in different countries. To use the information obtained to develop a model for quality assurance in higher education. For institutions of higher education under the Ministry of University Affairs in this study, analytical methods from documents related to the quality assurance system were used. accreditation and information about educational standards in the United States, England, Japan, Australia, the Federal Republic of Germany, and Thailand. After obtaining the preliminary information, data have been clarified, compared, and summarized into categories and synthesized as a model for higher education quality assurance. For institutions of higher education under the Ministry of University Affairs Then the developed model was tested. by using the evaluation method by qualified experts to develop into a complete form further. The results showed that The education quality assurance system of every country studied emphasizes the principles of autonomy along with readiness for external audits. (Accountability) of higher education institutions, where each country has different implementation mechanisms and methods in detail according to their own experiences and customs. For a model for educational quality assurance at the higher education level for higher education institutions under the Ministry of University Affairs developed The accreditation process was used by dividing the operation into 2 types. Type 1 used the system to verify internal academic quality control mechanisms provided by the institution. This feature applies to higher education institutions or courses that have already been opened. And it is a system that is voluntary. Type 2 uses a system to verify the results of operations for institutions or courses requesting to establish or re-open. When he saw that the measures and criteria for the operation were appropriate, he was given accreditation. Both systems aim to encourage higher education institutions to have autonomy for self-regulation. by establishing a quality control system Follow up and check the operation of the people on their own.

Sakchai Petchchuay (1998) has developed an indicator for the overall quality of education of the Faculty of Education in Rajabhat Institute. The purpose of this research was to develop indicators for the overall quality of education of the Faculty of Education. in Rajabhat Institute and to test the consistency of the educational quality structural equation model of the Faculty of Education in Rajabhat Institute. The samples used in the research were 452 deans and professors from all 36 faculties of education and 105 experts from the Office of the Rajabhat Institute Council. The research tool was a questionnaire. Data were analyzed using descriptive statistics. The SPSS/PC+ program was used and the confirmatory component analysis was performed using the LISREL 8.10 program. The results were summarized as follows.

1. The results of the development of the indicators for the overall quality of education A total of 75 indicators were obtained. 11 indicators were used to measure the quality of education, consisting of the teacher component indicator 11 indicators, the teaching and learning component 14 indicators, the administration and management component 6 indicators, the resource resources component. Learning Components 5 Indicators Research Components 5 Indicators Finance and Budgeting Components 5 Indicators Student Affairs Components 5 Indicators Finance and Budgeting Components 5 Indicators Student Affairs Components 5 Indicators and Building Components and environment 4 indicators

2. The educational quality structural equation model of the Faculty of Education in Rajabhat Institute was very consistent with the opinions of the experts. The chi-squared value was 5.81 at 17 degrees of freedom, the probability was 0.99, the corrected coherence index was 0.96, and the root mean squared index of the fraction was 0.013.

RESULTS AND FINDINGS

8. Results and Findings

Parents answered the following questions: Please let us know between the ages of 31 and 40 and have what is needed which includes corporate atmosphere and corporate journalism. which is quite good ($\bar{x} = 4.01$ and 4.03 according to the group leader) vs. individual to do, which has an attitude towards the requirements which sometimes is quite good ($\bar{x} = 4.16$) and sometimes encourages work, sometimes ($\bar{x} = 4.09$) to compile time must ensure the quality of education whenever ($\bar{x} = 4.10$)

The results of this research revealed that the relationship between the causal factors and participation in educational quality assurance. have a positive relationship with statistical significance at the .01 level, Consistent with the research of Chaluy Luangbanjong (2005: 98), studying the relationship between motivation with participation in the performance of the main tasks of teachers in the Central College under the Ministry of Public Health it was found that the motivation was related to the instructor's participation in performing the main workload, the study of the blindfold. Thitipong Panich (2006: 103) It was found that attitude was associated with having Participate in the operation of the agency according to the quality guidelines. Because when officials have a good attitude, they will as a result, they want to participate in various activities of the organization. (Arom Jindaphan 2003: 120) studied the relationship between communication and participation. It was found that communication correlated with participation Because if the communication is clear, open and thorough, it will create participation. Good to work and will result in cooperation in working within the organization. Kaiser; and Chung (Kaiser; & Chung, 2000: 104) have suggested that the organizational climate is related with participation cooperation between groups and their relevance in operations All affect the effectiveness of the organization.

CONCLUSION

9. Conclusion

The results of this research revealed that The college should have good communication, namely: Events and enough to help work efficiently. Achieve goals per performance. Including good work motivation for the educational quality assurance system.

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