

Research Title : The Study of Employer Satisfaction with the Graduates of King Mongkut's Institute of Technology North Bangkok in the Academic Year 2005.

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Abstract

The objective of this study is to survey employer satisfaction with the graduates of King Mongkut's Institute of Technology North Bangkok in the Academic year 2005. The survey has been conducted in three characteristics : academic skills and quality of work ; basic skills influencing on work performance ; ethical behaviour in their job. Further, this study compares employer satisfaction with graduates by educational level, types of employers, faculties and field of studies. The samples were 244 employers of the graduate in the academic year 2005. The data was analyzed by using statistic methods which are frequency, percentage, arithmetic mean, standard deviation, t-test, F-test, One-Way ANOVA (Sheffe') and the hypotheses at the significant level of .05 by using SPSS V.11 program. The result of the study is as followed :

1. The employers of the graduates are highly satisfied with all of three characteristics. Both of the employers of Master graduates and the employers of Bachelor graduates are highly satisfied with all of three characteristics too.

2. The employers are highly satisfied with both Bachelor and Master graduates in all of three characteristics. But the employers of Master graduates are

satisfied with academic skills and quality of work and ethical behaviour in their jobs the most.

3. The comparison of employer satisfaction by educational level indicates that the employer satisfaction is different significantly at the level of .05 in all of three characteristics. The employers of Master graduates are more satisfied than the employer of the Bachelor graduates.

4. The comparison of employer satisfaction with the graduate, regarding the types of employers, presents that satisfaction in three characteristics is different significantly at the level of .05. The result indicates that the government and state enterprise employers are satisfied more than private section employers in all of three characteristics.

5. The comparison of employer satisfaction with the graduate, regarding the faculties of KMITNB, suggests that the employer satisfaction with both Bachelor and Master graduates is not different significantly at the level of .05 in all of three characteristics

6. The comparison of employer satisfaction with the graduate, regarding the fields of studies, suggests that the employer satisfaction with both Bachelor and Master graduates is not different significantly at .05 level in all of three characteristics.