

**Perception Channels of Public Relations Media that Influences
The Decision to Study in Graduate Diploma Program in Health
Management Innovation in the Digital Age, Generation 2,
Graduate School, Suan Sunandha Rajabhat University**

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ABSTRACT

This study aimed to achieve two objectives: firstly, to investigate the media channels that impact decision-making among graduate students enrolled in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2, at the Graduate School of Suan Sunandha Rajabhat University, and secondly, to explore students' perceptions of public relations media. The sample comprised 80 participants who were selected using simple random sampling. The study collected data via closed-ended and open-ended questionnaires, and the data analysis involved descriptive statistics.

The results revealed that the majority of the participants were male, accounting for 53.75 percent of the sample. Furthermore, 38.75 percent of the participants were aged 61 years or over. In terms of the employment status of the participants, 55 percent were either employees or partners of a company. Among the media channels that impacted decision-making, online media was found to be the most influential, accounting for 65 percent of the responses. With respect to the preferred characteristics of media channels, participants preferred

media that provided quick access to news and information (47.5 percent), followed by media that was available 24/7 (25 percent), and easily understandable (16.25 percent).

Keywords : Perception channels/ Public relations media/ Decision-making.

INTRODUCTION

In the current era, known as the "Globalization Era," technology has been invented to facilitate human beings, leading to what is now considered the golden age of technology. Against the backdrop of global competition and changes in economic, political, social, and cultural aspects, organizations and agencies must adapt, formulate strategies, and engage in information planning, including communication to target groups, to achieve their objectives or goals (Savitree Suwanno and Nantida Otakam, 2010).

Education is widely regarded as the key to developing human resources with the knowledge and ability to foster growth and prosperity. At present, both government and private agencies are promoting and supporting educational pursuits, with education being the foundation of self-sufficiency and a stepping stone to future goals and success. Notably, higher education is vital in developing individuals with knowledge and abilities in specific areas at the highest level.

Given the current educational landscape, many higher education institutions must employ strategies or methods to attract and persuade learners to enroll in their programs, with competition for students between institutions being fierce. In this context, public relations plays an important role, with educational institutions using public relations media to communicate with prospective students and create an effective communication interaction process (Pornpimol Samphanpong, 2013).

The Graduate Certificate Program in Health Management Innovation in the Digital Age at the Graduate School of Suan Sunandha Rajabhat University is accepting applications for enrollment, and the teaching process is currently underway. The institution has organized a meeting to discuss guidelines for accepting third-generation students to study in the program. In light of the competitive nature of the higher education sector, it is essential to identify effective public relations channels that can reach people and disseminate information, which will inevitably impact enrollment. To analyze and summarize the results, the researcher relied on data collected from students in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2, regarding the public relations media channels that were most effective for promoting public relations.

Therefore, the researcher is interested in investigating the " Perception channels of public relations media that influence the decision to study in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2, Graduate School, Suan Sunandha Rajabhat University" as a guideline for selecting the most effective media channels for promoting public relations in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 3.

RESEARCH OBJECTIVE

1. To investigate the perception channels of public relations media that affect the decision-making process of graduate students enrolled in the Graduate Diploma Program in Health Management Innovation in the Digital Era, Generation 2, Graduate School, Suan Sunandha Rajabhat University.

2. To examine the perceptions channels of public relations media among graduate students enrolled in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2, Graduate School, Suan Sunandha Rajabhat University.

RELATED DOCUMENTS AND RESEARCH

In this study, the researcher has conducted a literature review and analyzed relevant research to investigate the perception channels of public relations media that impact the decision-making process of enrolling in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2, Graduate School, Suan Sunandha Rajabhat University. The following topics were examined:

1. The definition and concept of public relations media
2. The concept of decision-making
3. Relevant documents and related research

1. The definition and concept of public relations media
media type

The types of public relations media have been classified into six categories by Chantakorn Kaewket (2018). These include:

1. Print media: Refers to media that is published in writing and is utilized in various activities.
2. Electronic media: Refers to media that uses technical processes to communicate through images and sounds, and relies on electrical waves to carry the information.
3. Social media: Refers to media that has emerged due to the advancement of the Internet, computers, and communication technology,

resulting in a new form of communication innovation that connects members together, also known as a virtual society.

4. Personal media: Refers to media that relies on individuals as a means of communicating corporate news and public relations to specific target groups of people.

5. Activity media: Refers to all types of activities that an organization provides for its target group of people to participate in the organization.

6. Miscellaneous media: Refers to media that is created as souvenirs for publicizing news.

Arunrat Chinnaworn (2010:21 cited in Sunitra Wongsansuk, 2015:20) has classified the types of public relations media as follows:

1. Media person: Refers to a person who acts as a media or a channel for disseminating news to the target group.

2. Print media: Refers to media that uses the printing process and is divided into controllable and uncontrollable media.

3. Electronic media: Refers to media resulting from visual and audio communication through the media process, which uses electric waves as a conductor to communicate with target groups at a distance.

4. Ad hoc media: Refers to media produced with specific content to deliver messages to specific target groups.

5. New media: Refers to a combination of old media and new media that incorporates new technologies used in the development of this type of media. This may also be classified as electronic media.

Based on academic principles and empirical observations, the author has classified the types of public relations media into five distinct channels that correspond to the current landscape of public relations. These channels include

print media, television media, online media, radio broadcasting media, and public relations media.

2. The concept of decision-making

decision meaning

According to Jurairat et al. (2019), decision making involves the utilization of cognitive processes to examine and analyze problems or opportunities, evaluate multiple options, and determine the most suitable and effective course of action to attain predetermined objectives.

Pornpimol Sampatpong (2009) defined decision-making as a critical process of evaluating and selecting among various alternatives or courses of action based on their potential outcomes. It involves discriminating between available options through careful consideration and analysis of their consequences, ultimately selecting the optimal path to achieve the desired objectives. A successful decision is one that aligns with the intended goals and leads to effective implementation, representing a decisive and well-informed choice among the available alternatives.

Based on the definition of decision-making that has been provided, it can be concluded that it involves utilizing ideas to examine, contemplate, and evaluate suitable and optimal options, ultimately resulting in action to accomplish predetermined objectives.

RELATED RESEARCH

Nattawat Kanaraksombat (2015) studied the effect of public relations media on students' decisions to study at Dhonburi Rajabhat University in Samut Prakan. The study found that the addition of online public relations media had a greater impact on students' decisions to study at universities.

Nongyao Khattiwong (2019) examined the channels of public relations media that influence admission to bachelor's degree programs among students at Rajamangala Technology Thanyaburi. The study found that online media had the most significant impact on students' decisions to pursue further studies.

Sureerat Inthongmak and Chutima Wangbenmad (n.p.) investigated the perception of public relations media on travel decisions in Songkhla Province. The study found that friends and online media played crucial roles in tourists' decision-making process when visiting Songkhla Province, with a high level of importance placed on these factors.

RESEARCH METHODOLOGY

1. Population and Sample:

The study's population consisted of 80 students enrolled in the Graduate Diploma Program in Health Management Innovation in the Digital Age, Generation 2 at the Graduate School of Suan Sunandha Rajabhat University. The sample was selected through a simple random sampling technique.

2. Research Tools:

The research utilized a questionnaire that was divided into three sections, containing two types of questions. The first type was closed-ended questions, which provided selective answers, while the second type was open-ended questions that asked respondents to express their opinions. The respondents were instructed to select only one option per item.

3. Data Collection:

The data were collected from generation 2 students of the Graduate Diploma Program in Health Management Innovation in the Digital Age, at the Graduate School of Suan Sunandha Rajabhat University, during the period from

December 2022 to February 2023. The researcher conducted a field survey and distributed the questionnaire to a total of 80 participants.

4. Data Analysis:

The researcher used descriptive statistics, including percentage values, to analyze the collected data.

RESEARCH FINDINGS

The present study yielded the following results: Firstly, the male gender constituted the majority of the sample, amounting to 53.75 percent. Secondly, the majority of the participants were aged 61 years or older, representing 38.75 percent of the sample. Thirdly, the majority of the sample groups comprised employees or partners of the organization, totaling 55 percent.

Regarding the media perception channels influencing the decision to pursue further studies, online media was found to be the most impactful, accounting for 65 percent. The second most influential channels were television media and public relations billboard media, representing 15% and 12.5%, respectively, as presented in Table 1.

Table 1 illustrates the percentage of respondents' perceptions of public relations that influence their decision to pursue further studies.

| Perception channels for Public Relation | Number of people | Percentage |
|--|-----------------------------|-------------------|
| 1. Print media | 4 | 5 |
| 2. Television media | 12 | 15 |
| 3. Online media | 52 | 65 |
| 4. Radio broadcasting media | 2 | 2.5 |
| 5. Public relation media | 10 | 12.5 |
| Total | 80 | 100 |

In expressing opinions to public relations media, it was found that the highest level of importance was given to receiving information quickly, representing 47.5 percent. This was followed by the ability to receive information 24 hours a day and easily accessible, accounting for 25 percent and 16.25 percent, respectively, as shown in Table 2.

Table 2 demonstrates the percentage of respondents' opinions on public relations media.

| Public Relation | Number of people | Percentage |
|---|-----------------------------|-------------------|
| 1. Get information quickly | 38 | 47.5 |
| 2. Easy access | 13 | 16.25 |
| 3. Receiving information 24 hours a day | 20 | 25 |
| 4. Daily information updates | 4 | 5 |
| 5. Ability to spread information widely | 5 | 6.25 |
| Total | 80 | 100 |

DISCUSSION

In order to explore the perception channels of public relations media that influence decision-making, it is important to consider the first three channels: online media, public relations media, and print media. This is consistent with the findings of previous research conducted by Nongyao Khatiwong (2019) who investigated the channels of perception of public relations media that impact the admission of students to bachelor's degree programs at Rajamangala University of Technology Thanyaburi. The study revealed that online media has the strongest impact on admission to further education.

Similarly, Nattawat Kanaraksombat (2015) examined the impact of public relations media perception on the decision of students to study at Dhonburi Rajabhat University Samut Prakan Campus. The study indicated that incorporating online public relations materials would have a greater impact on university admission decisions.

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