The Study of "The Image of Walailak University According To The Perceptions of Graduates and Parents of Graduates Who Graduated in the Academic Year 2017"

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Abstract

A study of "The Image of Walailak University according to the Perceptions of Graduates and Parents of Graduates who Graduated in the Academic Year 2017" was aimed to 1) Study the image of Walailak University according to the expectations and perceptions of graduates and parents of graduates who graduated in the academic year 2017, 2) Study the differences in the image of Walailak University according to the expectations and perceptions of graduates and parents who graduated in the Academic Year 2017, 3) Study the relationship in the perception of Walailak University's image among graduates and parents of graduates who graduated in the academic year 2017 that affects behavior in recommending students to study at Walailak University, and 4) The perception of Walailak University image was related to the behavior of recommending to study at Walailak University. Methodology and statistics were as follows: 1) Descriptive Statistics: frequency distribution, percentage, mean, and standard deviation. 2) Reference statistics or inferential statistics were used to test the following hypotheses: 2.1) T-test and 2.2) Analysis of Variance (ANOVA), 2.3) Correlation analysis and, 2.4) Chi-Square Tests analysis from the Pearson Chi-Square and Likelihood Ratio. It was found that: 1) there were different expectations and perceptions of the university in graduates and their parents with different subject groups, parents with different educational levels, incomes, and occupations, both overall and in each aspect. While there were no differences in expectations and perceptions of the university image between the graduates and their parents whose hometowns were different, including graduates with different levels of education, both overall and in each aspect. 2) Graduates and their parents had expectations and perceptions of the university's image regarding management, products and services, facilities and environment, social responsibility, and reputation, with statistical differences. 3) The correlation coefficients of image expectations and perceptions of the university in the positive image were at a high level in Management and overall aspect. The correlation coefficient of the image expectation and the positive perception of the university image was moderate. There

were four aspects, respectively, as follows: Products and Services, Social Responsibility, University Reputation, and Facilities and Environments, and 4) The perception of the university image in terms of products and services, facilities and environment, social responsibility, reputation, and overall were related to the behavior of recommending to study at Walailak University. At the same time, the perception of management image was not related to the behavior of recommendation to study at Walailak University.
Keywords: Image, Brand image, Current image, Wish image

Introduction

Today, the term "Image" is widely discussed in broad and specific perspectives such as country, corporate, institutional, brand, and individual. As a result, the individual behavior responds to things according to appearance or image. The image, therefore, plays an essential role in determining how an individual reacts to or judges things around him.

The corporate image is an image that occurs in the minds or thoughts of people towards that organization by perception or image as a result of the actions of people in that organization, whether it is words or actions. Therefore, creating a successful corporate image, depends on how the organization has a concrete performance such as excellent service or has admirable morals and ethics. The organization's image that arises in service, user's minds is good and reliable. On the other hand, an organization that is not developed or does not know the direction of the target in operation, would result in poor quality work. This leads to a lack of credibility, trust, and cooperation from service users; therefore, the "image" of the organization will eventually deteriorate and become a "negative image". In order to create a sustainable corporate image, planning is required in advance. The first thing to do is research, survey, or study the perceptions of the target who are service users to know the image of the organization and service to the target group. The questionnaire tool would get information like a mirror reflecting various aspects, know strengths and weaknesses, and apply concepts, strategies, and image-building methods to plan and determine the direction of creating a good image. Especially in higher education, institutions and universities, have to compete to meet the needs of the population aiming for further education. This situation must make the best possible image appear the eyes of many outsiders. Walailak University under the management of Professor Dr. Sombat Thamrongthanyawong and the management team Executives (2018). A four-year medium-term strategy (2018-2021) has been formulated, its operating results are clear, and there has been a concrete turning point since 2017. Therefore, A study of perceptions about the image of Walailak University from the perspective of graduates and their parents of the academic year 2017 who as service users or stakeholders of the university, there were 4 main hypotheses in the research as follows: 1) Graduates and their parents with different demographic characteristics had different expectations and perceptions of Walailak University's image. 2) Graduates and their parents had different expectations and perceptions of Walailak University's image. 3) The expectation of the image of Walailak University was related to the perception of the Walailak University image of the graduates and their parents.

And 4) The perception of Walailak University's image was related to the behavior of recommending to study at Walailak University.

Literature reviews

Image is a word that was translated from English as "Image". The meaning, according to the Royal Institute's dictionary, 1999 was "Thing arising from thoughts or thoughts that should be so", which was initially stipulated that "Picture" or "Imaginary". However, it was used but not popular in use. Major General Phrachaowongthere Krommuennarathip praphan, the Advisor to the Board, further commented that the word "picture" in general has a meaning and that "imaginary (Jintapab, in Thai)" should have the same meaning as "Imaginary" rather than "Image". Therefore, the word "Image (Pab-lak, in Thai)" should use the word "image" as this present, which has the same meaning as in English, which is the word Image. In the past, the word "image (Pab-poj, in Thai)" was used, but now the word "image" has been used more.

At present, it is an era of Image Economy, and the meaning of the image has a semantic feature close to the meaning of the brand, namely the distinctive feature or empirical features. The image and brand will influence consumers at all income levels. Building a brand is a part that makes it possible for different things to consider and lead the way to the goal and success.

Branding concepts are constantly evolving and complex as branding is more than just building a reputation. Branding has a wide variety of components. There are contexts regarding products, services, organizational culture, and leadership. Moreover, building a solid brand has become more active in the business industry. At the same time, branding in universities abroad and Thailand, is becoming more discussed and practiced by using marketing tools and public relations to develop even more.

As for the imaging study, Chansawang (1998 as cited in Chaiset, 2008) commented on the imaging study that the study of imagery had three perspectives. Firstly, Self-perception of the organization's obligations to society, its operating philosophy, policies, concepts, and objectives. Therefore, the Institutional Image should be a guideline for how it should be done. This image will be the "image" we want to occur in reality and in the eyes of personnel and society. The second and third perspectives were looking at the personnel in the organization and people outside the various groups as to their attitudes, feelings, and thoughts: what is the attitude towards the organization, what is the Current Image, and what is the Wish Image that meets the expectations. In addition, the study of the image also provided details for use. For example, it may study the image, focusing on different target groups that know various matters as how much about the organization, what is wrong with knowledge, and how you have feelings, thoughts, attitudes, and attitudes towards the various operations and activities of the organization that have been done. Positive feelings, negative feelings, trends, and behaviors of the target audience towards the organization in the future, were also studied. According to the idea of applying business strategies in the education industry by driving business and marketing power, (Eccle, 2004, pp. 410-418) studied the importance of university management in the form of a Corporate University. It was found that a learning organization based on business management strategies, focused on personnel competency development and various

components related to university development by developing learning in online technology systems and teaching with teachers. This learning was considered a continuous development process. However, curriculum development was the key to developing higher education marketing strategies. The course was indeed in demand among students. The designed courses would be quality or not; it depended on the importance of the organization both internally and externally, Team building in management, and developing curriculum using various marketing techniques and research for the development of a new learning environment (Maringe, 2005, pp. 564-578). The meaning of the brand of the university was the distinguishing characteristics of the university in areas such as academics, the quality of faculty and students, the reputation of the faculties, campus history, and university architecture, as well as the community's perception of the distinctive features of the university through various forms of communication. Developing a brand in the university must be for all Stakeholders' participation, including the executive level must have a vision (Kotler, 1985, pp. 30-34). Faculties, centers, and offices in the university, including external factors and elements (Aaker, 2005, p. 20), all played an important role in building a university brand, such as community, Alumni, the network of government agencies, and the private sector. In particular, the heart of brand building must focus on strengthening academic and research work, creating different courses, managing information technology, and developing more knowledgeable personnel.

A study of the university's image, especially its reputation, is an important and operational metric in propelling a university into the world rankings. Because ranking reputable higher education institutions is an organizational innovation that is an important strategy for developing a more competitive organization and establishing a competitive advantage for the institution, this will become increasingly important in the era of social media, in which stakeholders of the university are increasingly empowered to choose where to attend, work, or provide support to the university in the future.

Monsich (2023, pp. 149-160) present fundamental concepts in creating organizations' images by using synthesis methods to synthesize the image components of academic scholars and researchers in both internal and domestic countries. The results showed that creating an organization's image consisted of 7 components that could be ranked as 1) Atmosphere and environment, 2) Corporate social responsibility, 3) Employees and staff, 4) Executives, 5) Tools and office equipment, 6) Accomplishment and services and 7) Business administration.

Therefore, the study of the Current Image of Walailak University in the view of the graduates and their parents as service users or stakeholders of the university to know the expectations and what is received from the university, would be important information for executives to find ways to develop strategies that promote a good image and a Wish Image.

Methodology
Research design
Based on the literature review and suggestions of several studies, this study developed the conceptual framework for the research is as follows:
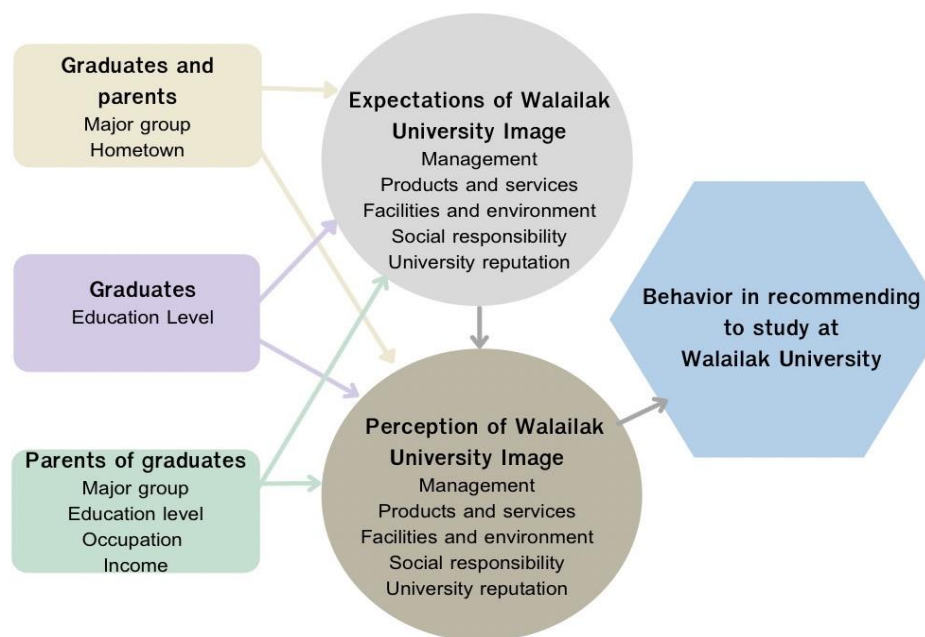
Figure 1 Research conceptual framework

Population and sample group

In this research, survey research was used by collecting data from 2 groups of samples, totaling 2,268 people. It consisted of 1) graduates who graduated in the academic year 2017, a total of 1,308 people was randomized in order to use the Yamane equation (Yamane, 1967) at a 99 percent confidence level, based on a sample size with an error of +-4 percent - +-5 percent 2) the parents of graduates who graduated in the academic year 2017, a total of 960 people with the purposive sampling that collected data.

Research tools and data collection

The tool used for this collection was a questionnaire developed on 2 issues. They were then sent to 3 experts to check the Content Validity to find the consistency of the Item-Objective Congruence Index (IOC). The data collected during this time was carried out in 2 ways: collecting data from graduates who graduated in the academic year 2017 via the online system, and collecting information from parents of who graduated in the academic year 2017 with a questionnaire on the day of the graduation ceremony; the Academic year 2017.

Content validity

The researcher assigned 3 experts in educational administration, consisting of Asst. Prof. Dr. Karuna Dangsuwan, Ajarn Dr. Kanokkorn Sirisuk, lecturers of the Educational Administration Program, Faculty of Education, Songkhla Rajabhat University, and Ajarn Dr. Pannee Phudket, Director of Demonstration School, Songkhla Rajabhat University, to consider checking the suitability of idioms, clarity of content, and conformity with purpose. After that,

the suggestions were brought as a guideline for improving the questionnaire. The consistency or index of conformity between each question and its purpose (Index of item, Objective, Congruence, or IOC) was then calculated. It was found that the consistency index was 1 for all questions, and the accepted IOC values had a value between .50 - 1 (Thaweerat, 1997). However, the experts would like to adjust the details in the list of questions as follows: Management: the details were adjusted in the list of questions, amount of 3 items, and the Facilities and environment: the details were adjusted in the list of questions, amount 1 item. The researcher improved the questionnaire according to the recommendations of experts by adding content to the list of questions to provide greater content in accuracy and consistency between study objectives.

Data analysis

Data analysis used in this research to calculate statistical values were as follows: 1) Descriptive Statistics: frequency distribution, percentage, mean, and standard deviation in describing the characteristics of the sample, the level of expectations, and the level of perception of Walailak University in various aspects. 2) Reference statistics or inferential statistics were used to test the following hypotheses: 2.1) The mean difference analysis of the two sample groups by t-test was used to compare the difference in the mean, expectation, and perceived level of the organizational image in different areas in both overall and each aspect. Moreover, it was used for comparing average expectations and perceptions of the university image in each aspect and overall; classified by graduates and graduate parents. 2.2) Analysis of Variance (ANOVA): To compare the average expectation and perception of the university image in each aspect and overall; classified by two or more sample groups. Moreover, if the differences were found, they were compared in pairs using multiple comparative analyses to test the mean difference using Least Significant Difference (LSD) method to find out which pairs differ at a statistically significant level. 2.3) Correlation analysis: To study the relationship of expectation variables and perceptions of the university image in each aspect and overall. A statistic that indicated the degree of correlation of variables was called the correlation coefficient. Lastly, 2.4) Chi-Square Tests analysis: a statistic used to measure the relationship between variables with a Nominal Scale. The Pearson Chi-Square correlation statistic was then obtained, and the analysis was summarized from the Pearson Chi-Square and Likelihood Ratio.

Results

Demographic characteristics of the sample group

According to the sample group of graduates and parents of graduates who graduated in the academic year 2017, of 2,268 people, it was found that there were background data or demographic characteristics of the study samples, summarized as follows: Graduates and parents of graduates who graduated in the academic year 2017 from 13 majors; it was found that most of 329 people (14.5 percent) graduated from the School of Management. Followed by 304 people (13.4 percent) who graduated from the School of Liberal Arts. When considering by group of subjects, it was found that most of the graduates and their parents, 36.7 percent,

graduated from the Humanities and Social Sciences group. It is followed by 32.1 percent of graduates and their parents graduated from the group of Science and Technology. Lastly, 31.1 percent of graduates and their parents who graduated from the group of Health Science. Of the graduates and their parents, 1,997 graduates (88.1 percent) were domiciled in the southern region, and 112 people (4.9 percent) were domiciled in other regions.

For Graduates who graduated in the academic year 2017, the majority of 1,277 people (97.6 percent) graduated with a Bachelor's degree, followed by 29 people (2.2 percent) with a Master's degree, and 2 people (0.2 percent) graduated with a Doctoral's degree.

Most of the parents, 327 people (34.1 percent) were parents, followed by 316 people (32.9 percent) were siblings. Most of the parents of 473 graduates (49.3 percent) graduated with a bachelor's degree, followed by 259 people (27.0 percent) who graduated from secondary school. Most parents, 243 people (25.3 percent), were employed/private employees, and 142 people (14.8 percent) were farmers/fishermen. Moreover, parents of graduates mostly 481 people (50.1 percent) had incomes around 10,000 - 20,000 Baht, followed by 210 people (21.9 percent) had incomes around 20,001 - 30,000 Baht.

Channels to receive information about the university

Most of the parents of 597 people (39.7 percent) received information about the university or university news from their acquaintances, followed by 465 people (30.7 percent), they received the university news from the website, 214 people (14.1 percent) received the university news from Facebook or LINE group, 162 people (10.7 percent) received the university news from print media, 46 people (3.0 percent) received the university news from television, and 30 people (2.0 percent) received the university news from the radio.

Reasons to study at Walailak University

The reason why parents of graduates let their children come to study at Walailak University: the majority of 539 people (28.5 percent) agreed to graduate voluntarily, followed by 376 people (30.7 percent), who said the course was interesting, 345 people (18.2 percent), they believed in quality, 233 people (12.3 percent), they said the university was reputable, 186 people (9.8 percent), they said it was close to their home, 147 people (7.8 percent) liked the environment, 38 people (2.0 percent) reasoned that their children chose following their friends, and 27 people (1.4 percent) were determined by their parents.

Introduction of acquaintances to study at Walailak University

Most graduates and parents, about 1,766 people (77.9 percent), recommended their acquaintances to study at Walailak University, followed by 281 people (12.4 percent) who were still unsure of recommending their acquaintances to study at Walailak University, 74 people (3.3 percent) did not recommend their acquaintances to study at Walailak University, and 147 (6.5 percent) did not specify the information.

The expectations of Walailak University's image of graduates and parents of graduates who Graduated in the Academic year of 2017

According to the study of graduates' expectations on the image of Walailak University overall 5 aspects, it was found that the graduates had expectations at a high level (Mean = 4.19). When considering the expectations for Walailak University's image by aspect, it was found that graduates had the highest expectations for social responsibility image at a very high level (Mean = 4.21). It was followed by expectation at a high level for the university's reputation' image (Mean = 4.19), for products and services' image at a high level (Mean = 4.18), and for management's image at a high level (Mean = 4.16). The expectation was the least affected the image of the facilities and environment at a high level (Mean = 3.94). When considering the expectations of the university image in each aspect and each issue, it was found that the graduates had the highest expectation on the image of social responsibility in regarding the Walailak University Hospital to be the leading hospital in the upper southern region at a very high level (Mean = 4.25). In addition, graduates also had the highest expectations for their reputation in the issue of institutional pride at a very high level (Mean = 4.23). Graduates had the highest expectations for the image of products and services in the subject matter of the university's curriculum and by the demands of the labor market at a very high level (Mean = 4.24). Graduates had the highest expectations for their management's image regarding the university having the most knowledgeable and experienced teachers at a very high level (Mean = 4.34). At last, graduates had the highest expectations of the facilities and environment's image in regards to having the highest location in a picturesque landscape at a very high level (Mean = 4.30).

According to the study of the graduate parents' expectations of the image of Walailak University in overall of 5 aspects, it was found that the parents of the graduates had very high expectations of the university image (Mean = 4.28). When considering the expectations of the university image by aspect, it was found that the parents of graduates had the highest expectations for social responsibility image at a very high level (Mean = 4.38). It is followed by expectations for products and services' image at a very high level. (Mean = 4.31). There were high expectations for the university's reputation's image at a very high level (Mean = 4.29). However, the expectation of management's image was high (Mean = 4.09). There was the least expectation on the image of the facilities and environment at a high level as well (Mean = 4.05). When considering the expectations for the image of the university in each aspect and each issue, it was found that the parents of the graduates had the highest expectations on the image of social responsibility on the issue of activities and making good relations with the community, and taking part in the development of the community to be as strong as possible at a very high level (mean = 4.32). The parents of graduates had the highest expectation the image of the university's products and services in creating graduates with the highest knowledge and expertise in a particular discipline accepted by society at a very high level (Mean = 4.41). The parents of graduates had the highest expectations for their university's reputation in the issue of institutional pride at a very high level (Mean = 4.48). The parents of

graduates had the highest expectations for the management image of university administrators as professional administrators at a very high level (Mean = 4.36). Lastly, the parents of graduates had expectations for the image of the facilities and environment of the university in developing an environment with integrated utilities and public utilities. As well as other facilities, it was expected to support the highest being a university city in the form of Residential University at a very high level (Mean = 4.43).

According to the study of the expectation on the image of Walailak University of graduates and their parents overall of 5 aspects, it was found that the expectation of graduates and their parents were at a high level (Mean = 4.11). When considering the expectations for the university image by aspect, it was found that graduates and their parents had the highest expectation of social responsibility image at a very high level (Mean = 4.28). It was followed by the expectation of the image of products and services at the same level as the university's reputation, which was at a very high level (Mean = 4.23). Moreover, there was a high expectation of the management image at the same level (Mean = 4.13). There was the least expectation on the image of the facilities and environment at a high level (Mean = 3.99). When considering the expectations of the university image in each aspect and each issue, it was found that graduates and their parents had the highest expectations on the image of social responsibility on the issue of doing activities and making good relationships with the community, and has participated in the development of communities to be as strong as possible at a very high level (Mean = of 4.24). Graduates and their parents had the highest expectations for the image of products and services on the issue of raising graduates to have knowledge and expertise in specific fields highly accepted by society at a very high level (Mean = 4.31). Graduates and their parents had the highest expectations for the image of the university's reputation for institutional pride at a very high level (Mean = 4.39). Graduates and their parents had high expectations for the image of management in which the university had the most knowledgeable and experienced teachers at a very high level (Mean = 4.31). Lastly, graduates and their parents had the highest expectations of the image of facilities and environment in which the university had developed an environment with integrated utilities and public utilities. As well as other facilities to support the highest being a university city in the form of Residential University at a high level (Meaning = 4.16).

The perceptions of Walailak University's image of graduates and parents of graduates who Graduated in the Academic year of 2017

According to the study of the graduates' perception of the image of Walailak University in overall of 5 aspects, it was found that the graduates had a high level of university image perception (Mean = 3.95). When considering the perception of Walailak University's image by aspect, it was found that the graduates had the highest perception of the facilities and environment's image at a very high level (Mean = 4.23). It is followed by a perception of the social responsibility's image perception at a high level (Mean = 4.00) and high level of product and service image perception (Mean = 3.96). Graduates had a high level of perception of management image at a high level (Mean = 3.95). Lastly, graduates had the a minor perception

of the image of the university's reputation at a high level (Mean = 3.88). When considering the university's image in each aspect and each issue, it was found that the graduates had the highest perception of the image of the facilities and environment in the issue of the university developed an environment with integrated public utilities and utilities. As well as other facilities to the highest support being a university city in the form of Residential University at a very high level (Mean = 4.22). Graduates had the highest level of perception of social responsibility in the issue of being academically reliant on society at a high level (Mean = 4.01). Graduates with the highest perception of products and services' image in the university issue create graduates with knowledge and expertise in specific fields that society accepts at a high level (Mean = 4.09). The graduates had the highest perception of management's image regarding having the most knowledgeable and experienced professors at a very high level (Mean = 4.27). Lastly, graduates had the highest perception university's reputation in the issue of pride in the institution at a very high level (Mean = 4.24).

According to the study of the graduate parents' perception of the image of Walailak University in overall of 5 aspects, it was found that the parents of the graduates had a very high level of perception of the university image (Mean = 4.29). When considering the perception of Walailak University's image by aspect, it was found that the parents of graduates had the highest perception of the facilities and environment's image at a very high level (Mean = 4.38). It was followed by a perception of the social responsibility's image at a very high level (Mean = 4.37). There was also a high level of image perception of products and services (Mean = 4.30). The parents of graduates had the perception of the university reputation's image perception at a very high level (Mean = 4.27). Moreover, the parents of the graduates had the slightest perception of management's image at a high level (Mean = 4.17). When considering the perception of the university's image in each aspect and each issue, it was found that the parents of the graduates had the highest perception of the image of the facilities and environment in the issue where the university had maintained the environment to be beautiful and clean at a very high level (Mean = 4.43). The parents of graduates had the highest perceptions of social responsibility's image in the issue of the university doing activities and making good relations with the community and participating in community development to have the highest strength at a very high level (Mean = 4.38). The parents of graduates had the highest perceptions of products and services' image on issues that the university creates for graduates to have knowledge and expertise in specific disciplines highly accepted by society at a very high level (Mean = 4.46). The parents of graduates had the highest perception of university reputation in the issue of institutional pride at a very high level (Mean = 4.47). Lastly, the parents of the graduates had the highest perception of the management's image in the issue of enhancing the orderliness for students at a very high level (Mean = 4.49).

According to the study of the perception of the image of Walailak University of graduates and their parents in overall of 5 aspects, it was found that graduates and their parents had a high level of perception (Mean = 4.11). When considering the perception of Walailak University's image by aspect, it was found that the graduates and their parents had the highest perceptions of the facilities and environment at a very high level (Mean = 4.30). It was followed

by a perception of social responsibility image at a high level (Mean = 4.16). Graduates and their parents had products and services' image perception at a high level (Mean = 4.10). Moreover, the graduates and their parents had the lowest perception of management image and the lowest perception of university reputation at a high level (Mean = 4.04). When considering the perception of the university image in each aspect and each issue, it was found that the graduates and their parents had the highest perception of the image of the facilities and environment in the issue of the university maintaining the environment to be beautiful and clean at a very high level (Mean = 4.30). The graduates and their parents had the highest perceptions of social responsibility's image regarding the university's activities and making good relationships with the community, and participation in community development to have the highest strength at a high level (Mean = 4.16). The graduates and their parents had the highest perceptions of the products and services' image on the issue that the university creates graduates to have knowledge and expertise in specific fields accepted by society as high as possible. The expectation was at a very high level (Mean = 4.25). The graduates and their parents had the highest perception of the university's reputation regarding institutional pride at a very high level (Mean = 4.34). Lastly, the graduates and their parents had the highest perception of the management's image in which the university had the most knowledgeable and experienced professors at a very high level (Mean = 4.35).

Moreover, when considering the perception of the university image at a moderate level, it was found that there were discovered only two issues. Thus the parents of graduates had perceptions of the university's image of social responsibility in the issue of the Walailak University Hospital had to be the top hospital in the upper southern region at a moderate level (Mean = 3.38). The curriculum of the university is standardized, and the university could also be academically dependent on society at a moderate level (Mean = 3.34).

Table 1 The expectations and perceptions of Walailak University's image of graduates and parents of graduates

Image	Expectation		Image	Perceptions	
	Mean	**S.D**		**Mean**	**S.D**
social responsibility	4.28	0.64	facilities and environment	4.30	0.64
reputation	4.23	0.73	social responsibility	4.16	0.70
products and services	4.23	0.62	products and services	4.10	0.66
management	4.13	0.62	reputation	4.04	0.78
facilities and environment	3.99	1.11	management	4.04	0.65
overall	**4.23**	**0.57**	**overall**	**4.11**	**0.60**

The hypothesis

According to the hypothesis of this study, the results of the hypothesis test were summarized after testing statistical data as follows:

1. Graduates and parents of graduates with different demographic characteristics had different expectations and perceptions of Walailak University's image

According to the hypothesis testing, it was found that graduates and their parents with different fields of study had expectations and perceptions of the image in product and service, facilities and environment, and overall aspects were statistically different. There were statistically significant differences in expectations and perceptions among the parents of graduates with different educational levels about the image of management, products and services, facilities and environment, university reputation, and overall aspects. There were statistically significant differences in expectations and perceptions in among the parents of graduates with different occupations about the image of management, products and services, facilities and environment, university reputation, and overall aspects. Moreover, there were statistically significant differences in expectations and perceptions in parents of graduates with different incomes about the image of management, products and services, facilities and environment, university reputation, and overall aspects. In addition, from hypothesis testing, it was found that the graduates and their parents who domicile differed from each other, including graduates with different educational levels, their expectations, and perceptions of the university overall and in each aspect were not statistically significantly different.

Table 2 The different demographic characteristics had different expectations and perceptions of Walailak University's image

Source of variable		SS	df	MS	F	Sig.
Major group	Between group	1.425	2	0.712	1.929	0.145
	Within group	835.060	2262	0.369		
	Total	836.485	2264			
Hometown	Between group	2.769	5	0.554	1.501	0.186
	Within group	833.715	2259	0.369		
	Total	836.485	2264			
Education Level	Between group	6.799	6	1.133	4.847	0.000***
	Within group	222.067	950	0.234		
	Total	228.866	956			
Occupation	Between group	15.969	9	1.774	7.892	0.000***
	Within group	212.897	947	0.225		
	Total	228.866	956			
Income	Between group	9.556	6	1.593	6.899	0.000***
	Within group	219.310	950	0.231		
	Total	228.866	956			

2. Graduates and parents of graduates had different expectations and perceptions of Walailak University's image.

According to the hypothesis testing, it was found that the graduates and their parents had expectations and perceptions of the university image in terms of management, products and services, facilities and environment, social responsibility, and university reputation, and overall aspects. The difference was statistically significant. It was found that the average expectations of parents for the university's image about products and services, facilities and environment, social responsibility, university reputation, on average, were above graduate expectations. Except for average management image expectations, the parents' average expectations were below the graduates. As well as the overall perception of the university image and in each aspect the average image perception of parents was higher than the graduates.

Table 3 The different expectations and perceptions of Walailak University image of graduates and parents of graduates

Image	Mean	SD	t	p (two tailed)
Expectation				
Graduates	4.19	0.608	3.991	0.000
Parents of Graduates	4.29	0.514		
Perception				
Graduates	3.95	0.640	14.474	0.000
Parents of Graduates	4.31	0.489		

3. The expectation of the image of Walailak University was related to the perception of the Walailak University image of the graduates and parents of graduates

The correlation coefficient of the image and perceptions of Walailak University among graduates and parents of graduates overall and in each aspect, showed a statistically significant correlation. The correlation coefficient of the image expectation and the perception of the university image in a positive manner were high, respectively, as follows: Management image expectations correlated with perception of management image, the correlation coefficient was 0.659. Expectations for the overall image of the university correlated with the perception of the university image with a correlation coefficient of 0.610. There were 4 aspects in the correlation coefficient of the expectation on the image and the perception of the university in the positive image at the moderate level, respectively, as follows: Products and services' image expectations correlated with products and services' image perception with a correlation coefficient of 0.599 as well as the expectation of social responsibility image that was related to the perception of social responsibility image with a correlation coefficient of 0.599. Expectations for the image of the university's reputation were associated with the perception

of reputation with a correlation coefficient of 0.526. Finally, the expectations on the image of the facilities and the environment was related to the perception of the facilities and the environment with a correlation coefficient of 0.450.

Table 3 Correlation of the expectation on the image of Walailak University and the perception of the Walailak University image

Image	The correlation coefficient (r)
Management	0.659***
Products and services	0.599***
Facilities and environment	0.450***
Social responsibility	0.599***
Reputation	0.526***
Overall	0.610***

4. The perception of Walailak University's image was related to the behavior of recommending to study at Walailak University.

The relationship between the perception of the university image and the behavior of recommending students to study at Walailak University was tested. By testing the coefficient in the form of chi-square statistic, it was found that the image of perception of products and services, facilities and environment, social responsibility, university reputation, and overall aspects, correlated with recommendation behavior to study at Walailak University. However, the perception of management image was not related to the behavior of to study at Walailak University.

Table 4 The perception of the university image and the behavior of recommending students to study at Walailak University

Image	Linear-by-Linear Association
Management	1.523
Products and services	14.995***
Facilities and environment	3.917*
Social responsibility	4.795*
Reputation	7.726**
Overall	7.865

Discussion and conclusion

1. Expectations and perceptions of Walailak University's image of graduates and parents of graduates who graduated in the Academic year 2017

When considering the average expectation and perceived image of Walailak University overall and in each aspect, it was found that the expectations of graduates and their parents in the academic year 2017 were higher than the perception of the university's image. At the same time, when considering the average expectations for the university image of the graduates and their parents in each aspect, it was found that the graduates and their parents had the expectations for the image in each aspect in order from highest to lowest as follows: Social Responsibility, University Reputation, Products and Services, Management, and Facilities and Environment. The graduates and their parents perceived each aspect from highest to lowest: Facilities and Environment, Social Responsibility, Products and Services, University Reputation, and Management. Moreover, when considering the perception of the university's image at a moderate level, it was found that there were discovered only two issues. Thus the parents of graduates had perceptions of the university image of social responsibility in the issue of the Walailak University Hospital had to be the top hospital in the upper southern region and could be academically dependent on society. It could be suggested that graduates and their parents gave the highest importance and expectation for the university's image regarding social responsibility. Currently, most organizations, especially business sectors, focus on Corporate Social Responsibility (CSR) by operating under ethical principles and good management by taking responsibility for society and the environment internally and externally. The organization will lead to the ultimate goal of sustainable development. Most organizations will allocate a portion of their budget for CSR because CSR is part of marketing communications and can create another way to build corporate image and publicity; the University Social Responsibility (USR) was thought more important and has been done in many universities and implemented continuously. The university's social responsibility image expectations of graduates expected that the Walailak University Hospital had to be the top hospital in the upper southern region. Similarly, graduate parents expected the image of social responsibility in the issue of activities and making good relations with the community, and participation in community development to be the highest strength. Therefore, it is important that the university have to realize and pay attention to it as it will communicate the image to the university in a more sustainable way.

The perception of the university image in terms of facilities and environment ranks highest. Since the current management team has come into the administration, the university's infrastructure and landscape of the university have been developed per the Green University policy. As well as improving the Maintenance System both the facilities and the environment to meet international university standards, this is to create a university city environment for students and staff to spend most of their lives in the university. Creating complete facilities like an urban community is consistent with being a Residential University that can be recognized and evaluated empirically. The expectations and perceptions of the university image in other areas in the following order have consistent expectations and perceptions.

When considering the expectations and perceptions of Walailak University's image of graduates and their parents in each aspect and the issues that graduates and their parents had high expectations and perceptions of, it was found that graduates and their parents had very high expectations and perceptions of management in all aspects as follows: Knowledgeable and experienced professors are recognized, university administrators are professional administrators, competent and service-minded staff, management of the environment, facilities and environment that enhance the learning's environment, modern teaching equipment, and technology, public relations media are diverse, modern and easily accessible to inform of the current university news, and there is an orderly strengthening of students. Graduates and their parents had high expectations and perceptions of products and services: the university's curriculum is standardized and meets the needs of the labor market, and the university's graduates have knowledge of specific disciplines that are socially acceptable. Graduates and their parents had high expectations and perceptions of facilities and environments as follows: the university has modern buildings, the university has buildings that promote a learning's environment, and the university maintains a clean and beautiful environment. Graduates and their parents had expectations and perceptions of social responsibility as follows: the university does activities and make good relations with the community and takes part in the development of the community to be strong, and the university continually promotes arts and culture within the community. Graduates and their parents had expectations and perceptions of a reputation as follows: the university is the leading higher education institution in Thailand, and the university is recognized by society, and proud of it. At the same time, if considering the perception of Walailak University's image of the graduates and their parents on the issue that the graduates and their parents had a moderate level of perception of the university image, it was found that there were only 2 issues related to social responsibility image as follows: The university can be academically reliant on society, and the Walailak University Hospital will be the leading hospital in the upper southern region.

2. Different demographic characteristics of graduates and parents of graduates resulted in different expectations and perceptions of Walailak University

It was found that graduates and parents of graduates with different subject groups had different expectations and perceptions of the university overall and in each aspect. At the same time, parents with different levels of education, income, and occupation had different expectations and perceptions of the university overall and in each aspect. Moreover, it was found that the graduates and their parents with different domiciles, including graduates with different educational levels, expectations, and perceptions of the university overall and in each aspect were not different. This is consistent with the study of Assael (1998, pp. 211-216) that although individuals experienced the same stimuli, their perceptions differed from person to person. It could be caused by many factors, including factors of Individual Factors that are important to the perception of 2 characteristics: the ability to differentiate in stimuli (Stimulus Discrimination) which may be caused by the ability to learn, and the ability to generalize the

nature of a stimulus (Stimulus Generalization). When two stimuli are similar or have related effects, they use associations and sum them up from one stimulus to another.

3. The expectations and perceptions of Walailak University's image were different among graduates and parents of graduates

According to this result, the mean parents' expectations for the university's image were found in terms of overall products and services, facilities and environments, social responsibility, and university reputation, which were above the average of graduate expectations. Except for the average expectation on the management's image of the parents that was below the average of graduates. As well as the overall perception of the university image as overall and in each aspect, the parents were higher than the average image perception of the graduates. Two types of individual factors are important to perception: the ability to differentiate between stimuli and the ability to generalize the stimuli. It was also found that knowledge and feelings of pre-existing stimuli could influence the perception of later stimuli and become a perceived expectation (Hanna &Wozniak, 2001, p. 120). In the same way, Schiffman and Kanuk (2007, p. 156) consistently addressed expectations by explaining that people tend to expect what they want. Expectations depended on familiarity, experience, and the conditions we were facing. In addition to expectations, motivational factors could arise from a person's needs and interests, which could also influence perceptions. This was because individuals were generally more inclined to perceive stimuli related to their own needs or interests, and less likely to perceive irrelevant ones. As was the case with the expectations and perceptions of the university's image of the graduates overall and in each aspect, it was found that the mean level was lower than the expectation and perception of the parent's image. This is because graduates were more experienced and familiar with university administration than their parents. Therefore, the graduates tended to perceive stimuli that were more relevant to their own needs or interests and less likely to perceive unrelated things.

4. The relationship of the expectation on the image of Walailak University and the perception of the Walailak University image of the graduates and parents of graduates

It was found that the correlation of the expectation on the image and the perception of Walailak University's image of the graduates and their parents overall and in each aspect in a positive way was at a high level in 2 aspects: management and overall. It was also found that the correlation between the expectation on of the image and the perception of the university image in a positive way was at a moderate level. It consisted of 4 aspects, respectively, follows: Products and services, Social responsibility, University reputation, and the facilities and environment. This was consistent with the SERVQUAL MODEL framework, which was developed by Parasuraman et al. (1985; 1988). The model was divided into two parts: 1) Assessing the service expectation of clients, and 2) Assessing the perceived service to the real service received. This tool was called "RATER" (Reliability, Assurance, Tangibles, Empathy and Responsiveness). The service recipients assessed the service quality from 5 quality measurements as follows: 1) The tangibles of the service (Tangibles), 2) The reliability, 3)

Responding to service recipients (Responsiveness), 4) Assurance to the service provider (Assurance), and 5) Understanding and empathy for the service provider (Empathy). It was also consistent with the Gap Model of Service Quality (SERVQUAL) by Zeithaml et al. (1990), who developed it to assess service quality. It was based on the assessment of customer perception and compared the difference from the customer expectation.

5. The perception of Walailak University's image was related to the behavior of recommending to study at Walailak University.

The study found that image perception about products and services, facilities and environment, social responsibility, university reputation, and overall, correlated with recommending behavior for further study at Walailak University. However, the perception of management image was not related to the behavior of recommendation to study at Walailak University. This was consistent with the behavior of recommending to study at Walailak University, which was found that 77.9 percent of graduates and their parents would recommend their acquaintances to study at Walailak University. It was also consistent with Henna and Wozniak (2001, p. 115), who had addressed the situational factors, namely the Social Surroundings. Surrounding people, such as family members or friends, all influence one's perceptions, and positive inputs can lead to exposure to information about what is being considered easily or interpreted positively. Likewise, the results of a study by Suwanachot (2003, pp. 98-107) conducted research on the image communication of Thai private universities. It was found that the first communication commonly used by private universities was communication through university students and alumni because it can the community and is a communication in the organization. For external communication, the focus is on the leading target group, such us students in the school who were studying in Mathayom 6, and the secondary target group is community and society. The leading target group they communicated, with was firstly using educational guidance.

Recommendations

1. Enhancement of the University Social Responsibility (USR) image, especially the development of the Walailak University Hospital to be a leading hospital in the upper southern region, as well as doing activities and making good relationships with the community, and taking part in the development of the community to be strong including the university to be able to be academically reliant on society as well, it would help communicate the image to the university more sustainably.

2. When considering the channels for receiving information from the university, it was found that most graduate parents received news from the university through their acquaintances. This was consistent with the behavior of recommending to study at Walailak University, which found that most graduates and their parents would recommend their acquaintances to study at Walailak University. Therefore, in addition to communicating the image through various public relations media. The university must give importance to

publicizing the image of the university through its graduates, graduate parents, including alumni and stakeholders with the university.

3. According to the perception of the university image in each aspect of the graduates and their parents, and from the comments that would be beneficial to the university administration, it could be summarized other recommendations in each aspect as follows:

3.1 Management

1. Increase communication channels, especially public relations, for leading enterprises to know more about the university.

2. Listen more to the opinions of the students or the majority.

3.2 Products and services

1. Foreign language skills should be enhanced, especially English for communication, and taught to be more concentrated and practical and enhance the students' third language skills.

2. Computer skills should focus on practicing by adding more computer courses for students.

3. All international courses should be taught and promoted, pushing the university into international, and giving students more opportunities to become more international, especially encouraging students to go to cooperatives abroad, as well as building cooperation with leading universities abroad. There should be a study visit and knowledge exchange with universities abroad, especially in graduate studies.

4. Promote teaching and learning management to implement more practical work, especially project work. For example, the design of the building of The School of Architecture and Design, the design and supervision of the building and other structures of The School of Engineering and Technology, the production of crops and agricultural products of The School of Agricultural Technology, and food industry for using in the cafeteria, etc. This situation would help the university to develop more comprehensively.

5. Encouraging the recruiting creatively or through group-related activities. As this situation would be the starting point for making relationships between seniors and juniors to become stronger.

6 The tendency to charge a higher fee; as a result, it is likely not recommended to study at Walailak University. Therefore, an understanding of what students could expect from higher fees should be created, especially compared to other universities.

7. Review and adjust the education system from 3 to 2 semesters so students have enough time to learn more. On the other hand, it should clarify the advantages and advantages of the university for having a 3-semester system of teaching for those who are going to study at Walailak University.

3.3 Facilities and environment

1. Systematize and environment School buildings to be sufficient for the number of students.

2. Increase the number of dormitories to meet the number of students to help in reducing the cost of staying in dormitories outside the university, including adjusting the internet signal to be faster. Lastly, keeping more safety of students.

3. It is good to use the electric train, but should organize traffic and transport services to be more convenient and faster as well as increase the number to be sufficient for the number of students and staff. At the same time, students should be given opportunities to use motorcycles as they wish.

4. Providing facilities such as a small shopping mall in the university area.

3.4 Social responsibility

Increasing the area for student activities both inside and outside the university, including activities through camp or social service activities for all disciplines.

3.5 University reputation

Public relations of the university's performance and respective development to the public to be known and better known, especially with enterprises. In this regard, it was for accepting university graduates in the next generation to work. The graduates and their parents would be confident that Walailak University is a famous university in the southern region, and could develop into a leading university in the country.

Suggestions for the further study

1. There should be a research study on teaching and learning management in the tri-semester or ternary system to obtain empirical data and demonstrate the advantages and disadvantages of universities with a ternary system. It would be able to clarify information to those interested in studying at Walailak University for further consideration.

2. The university's image and reputation should be studied by other stakeholders, such as the graduates' employers. Because it is a stakeholder in the recruitment of graduates and will be part of the operational metrics that will drive the university towards global rankings in the future.

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