

**USING GOOGLE MY BUSINESS SYSTEM TO PROMOTE THE FACEBOOK
PAGE OF THE DEPARTMENT OF MEDICAL AND PUBLIC HEALTH
SECRETARY, COLLEGE OF ALLIED HEALTH SCIENCES, SUAN SUNANDHA
RAJABHAT UNIVERSITY**

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Background – College of Allied Health Sciences has publicized various activities within the College through its website and Facebook page, but still unable to access activities within the various disciplines and unable to reach Facebook users who are interested to study its curriculum, especially, the Medical and Public Health Secretary curriculum. Therefore, the researcher did foresee the problem and plan to use the information to develop publicity through the media Facebook page of the Medical and Public Health Secretary. So, the first plan was to create interesting content and activities with Google my Business feature as a tool to manage and access Facebook users' data, including Facebook Page's response to Facebook users who are interested in its curriculum. For this reason, the researcher had more ideas to develop public relations through the media Facebook page of the Medical and Public Health Secretary for maximum efficiency and had more activities to fix the problem by having cooperation from lecturers, students, and who were interested in its Facebook page. So, they could access activities and public relations information from Facebook branches more conveniently and easily. Besides, the knowledge from this research to be used to develop and create more activities from the Facebook page.

Objective - This research aimed to 1) study the level of public relations information perception of Facebook pages with Google my Business System, 2) study the perception of public relations information that influenced the new model of public relations activities on Facebook page 3) study the relations information on Facebook pages with the effectiveness of using the Google My Business system.

Methods - The target group was 400 persons collected by simple random sampling with quantitative research. The tool used was an online questionnaire, data analysis including descriptive statistics, statistical inference, and analyzed the ability to explain variations with multiple regression analysis statistics and Pearson product-moment correlation coefficient.

Results - The results showed that public relations information perception on Facebook Page with Google my Business System was at the highest level. The public relations data perception variable predicted the influence of the new model of public relations activities on the Facebook Page at 63 percent and the correlation variable between the new model on the Facebook Page with the effectiveness of using the Google My Business System. The correlation value (r) was 0.33 with statistical significance at the 0.05 level. Therefore, the use of Google my Business System to promote the Facebook Page Medical and Public Health Secretary resulted in access to information on the Facebook Page. Furthermore, Facebook users were satisfied with the page of the Medical and Public Health Secretary.

Conclusion – The research showed how to organize activities and study the use of Google my Business System to promote the Facebook Pages of the Department of Medical Secretarial and Public Health, College of Allied Health Sciences, Suan Sunandha Rajabhat University. It was studied from the level of perception of public relations information of Facebook Pages with Google my Business System, the influencing the new model of public relations activities on Facebook Page, and the relationship between the new Facebook Page model and the effectiveness of using Google my Business. The key success of this research found that the responses from Facebook Page admins of the Department of Medical and Public Health Secretary were attentive, prompt, and accurate. Therefore, relevant agencies such as educational institutes, colleges, and universities would like to see the importance of this section. This result could use as a guideline for more effective page administrators and could reach people who are interested in pursuing a bachelor's degree thoroughly. Furthermore, the organization of activities must be diverse and interesting to provide activities. including interesting prizes and activities to attract people who see various activities on the branch page.

Keywords: Promote /Perception /Satisfaction / Facebook page / Google my Business

Background

Medical and Public Health Secretary is a curriculum organized under the College of Allied Health Sciences, Suan Sunandha Rajabhat University by teaching in the Bachelor of Science program undergraduate for 4 years. For public relations in the field of medical secretary and public health. There was publicity through its Facebook page. But, the page of the Department of Medical and Public Health Secretary still could not use it effectively publicize activities (Park, 2011) or reach Facebook users who were interested in studying for a bachelor's degree. (Lee, 2007). Therefore, the researcher did foresee such problems and would like to use the information obtained from this research to develop and rely on social interactions and public relations through its Facebook page (Nan L. 2010) by creating interesting content and activities on Google my Business feature, which was a tool to manage access to Facebook users' data and respond from them. Besides creating interesting content and activities, focus on the implications of behavioral advertising. (Hoy, Mariea Grubbs Milne & George, 2010), and promote and communicate the changes in behavior to customers through YouTube videos or image content. (Jessica Assimon, 2009)

Google My Business is a Google service created to support customers who had an experience, we could put a piece of business information into the database of Google. (Kirsty, 2011). On

the other hand, the number of Facebook friends who like and positively share the content is concerned about social support. (Junghyun Kim & Jong-Eun Roselyn Lee, 2011).

Then, when someone searches for information related, it would be displayed on Google Search without charging any publicity costs (Mottard, 2009). Next, the researcher used Google my Business to enter its database to increase access to information and connection with page members. Besides, to have more conveniently and easily knowledge gained. So, this research focussed to develop and create a Facebook page format for other branches efficiently due to it was a medium of advertising (Rudaina, 2012) and focused on satisfaction from users (Hiranruang, 2013)

Methodology

This research employed the quantitative technique and action research with two activities, 1) Organizing a Facebook page, such as a profile, the background color, and an interesting posters image, and 2) Creating content using the TikTok application.

The target group was 400 persons collected by convenience sampling who contributed to the Facebook page by using Google Forms via Chat box and selected persons who liked and commented on Facebook Page activities. (Lampe et. al 2006). Besides, the researcher would randomly collect sample primary data every day except on Saturday and Sunday, especially, on Thursday and Friday between 1:00 p.m. and 3:00 p.m.

Then, the research tool was the questionnaires included 5 sections, and by using a quantitative technique that analyzed data which was classified as an interval scale data measurement, the level of satisfaction was divided into 5 levels (Likert, 1932). There were (very much (5), a lot (4), sometimes (3), a little (2), and least (1)) with a confidence of 95% (Cochran, 1953). Next, using descriptive statistics, manipulation variable analysis, and inferential statistics. Next, the researchers studied the objective activities by following the conceptual framework below;

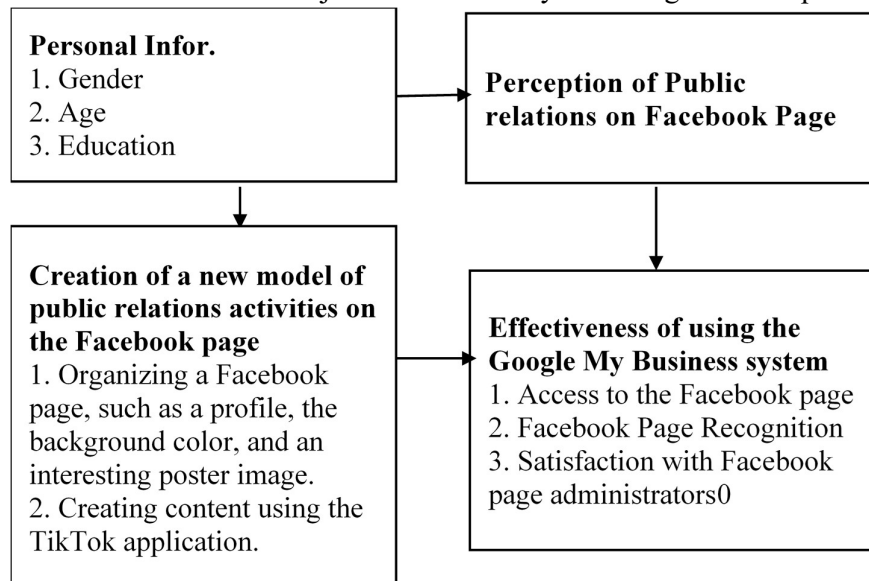


Fig. 1 Conceptual Framework
Source: Phannee Rojanabenjakun (2022)

Data analysis

The research analyzed demographic characteristics by descriptive statistics such as percentage, the mean, and standard deviation to build the manipulate variable activities, Pearson product-moment correlation coefficient, and multiple regression to focus the participant's access to 1) Facebook page 2) Page perception and 3) Satisfaction with Facebook page.

Results

Activities 1;

The findings indicated that most of the research respondents were female (71.75%) aged between 18 – 19 years old (33.25 %), followed by age >22 years old (23.55%). Most of them had an educational background in high school (55.75 %) and Bachelor's degree (41%) as following a table 1;

Table 1 Personal background

List	Quantity (n = 400)	%
Gender		
Male	113	28.25
Female	287	71.75
Age		
16-17 years	75	18.75
18-19 years	141	35.25
20-21 years	90	22.5
22+ years	94	23.55
Education		
Secondary	3	0.75
High/Vocational	223	55.75
Bachelor's degree	164	41
Postgraduate	10	2.5

Activities 2; To create a new model of public relations activities on the Facebook page for Medical Secretary and Public Health Secretary model the data as follows;

Table 2 Creating the new model of public relations activities on the Facebook page for Medical Secretary and Public Health model (n = 400)

The new model of public relations activities on the Facebook page for Medical and Public Health Secretary	Mean (\bar{x})	Standard Deviation (S.D)	Result
1 New Model	4.29	0.83	The most
1.1 Organizing Facebook pages, such as profiles, colorful backgrounds, and interesting.	4.34	0.80	The most

1.2 You see pictures of activity posters on this page every day.	4.25	0.86	The most
1.3 Creating content using the TIKTOK application is interesting, engaging, and appropriate.	4.17	0.87	Most
1.4 Content is important to stimulate the desire to study further.	4.39	0.77	The most
<hr/>			
2. Facebook page activities	4.25	0.79	The most
2.1 Interesting activities organized on the Facebook page	4.15	0.84	Most
2.2 The content is interesting and engaging.	4.31	0.77	The most
2.3 The content contains complete and appropriate information.	4.29	0.74	The most
2.4 Use language that is easy to understand and according to social trends.	4.48	0.71	The most
2.5 Detail information is easy to understand appropriate and clear.	4.32	0.74	The most
2.6 Attractive and interesting prizes are given.	3.92	0.92	Most

Table 2 the new model of public relations activities which creating on the Facebook page for the Medical and Public Health Secretary showed that Part 1, the new Facebook page found that most of them were the most satisfied (more than 5 times per month) and Part 2, activities of the Facebook page, found that the level of satisfaction was between 4.21 – 5.00 at the most satisfied (more than 5 times per month). So, all activities of boat part 1 and part 2 were valid for statistical analysis.

Activities 3; Perception on the Facebook page of the Medical Secretary and Public Health Secretary model the data as follows;

Table 3 Perception on the Facebook page (n = 400)

Perception on the Facebook page	Mean (\bar{x})	Standard Deviation (S.D)	Result
1. Perception on the Facebook page	4.54	0.173	The most
1.1 Public relations information is presented at an appropriate time.	4.57	0.504	The most

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2.2 You have participated in the presentation of information such as liking, forwarding, or sharing comments.	4.53	0.571	The most
1.3 Public relations information is presented regularly.	4.50	0.682	Most
1.4 Activities are held regularly.	4.40	0.770	The most
2. Satisfaction with Facebook Page Administrators	4.21	0.82	The most
2.1 Reaction or opinions be fast.	4.41	0.79	The most
2.2 Be attentive in answering questions for members.	4.43	0.75	The most
2.3 Use polite language when talking/answering questions to members.	4.46	0.72	The most
2.4 Complete and accurate information is provided in answering various questions.	4.48	0.70	The most
2.5 To have the knowledge and understanding to answer questions for Facebook page members in this field regularly.	4.47	0.73	The Most

Table 3 As the result showed that the perception of Facebook page public relations at a high level the data were between 4.04 – 4.20 of part 1 and part 2 the satisfaction with Facebook page administrators found that at the highest level the data were between 4.41-4.48.

Activities 4; Effectiveness of Facebook Page on Google my Business of Medical Secretary and Public Health, the data as follows;

Table 4. Effectiveness of Facebook Page on Google my Business (n = 400)

Effectiveness of Facebook Page on Google my Business	Know %	Don't Know %
Part 1 Perception of Curriculum		
1.1 Do you know that there is a Facebook page for this curriculum	88.25	11.75

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1.2 Do you know that this curriculum is publicized through Facebook pages?	87.00	13.00
1.3 Advertising through Facebook pages gives you information.	87.5	12.5
1.4 Do you know this curriculum on the College of Allied Health Science Facebook page?	87.5	12.5
1.5 Could find this curriculum on the Internet.	88.00	12.00

Part 2 Perception of activity on the Facebook page

2.1 Do you know about activities organized on the Facebook page?	86.25	13.75
2.2 Do you know about the information on the Facebook page?	87.25	12.75
2.3 Do you know about the image on the Facebook page?	89.75	10.25
2.4 Do you know about videos on the Facebook page?	86.00	14.00
2.5 Do you know about posters on the Facebook page?	88.25	11.75

Table 4 the result showed that the effectiveness of the Facebook Page on Google my Business that concerned the perception of the curriculum was 87.65% for part 1 and part 2 the Perception of activity on the Facebook page was 87.5%, respectively.

Activities 5 Analyze Multiple regression analysis in the prediction of the new model of public relations activities on the Facebook page.

Table 5 Multiple regression analysis in the prediction of the new model of public relations activities on the Facebook page (n = 400)

The new model of public relations activities on the Facebook page for the Medical and Public Health Secretary	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std.Err	Beta		
	or				
Constant Part 1	1.07	0.14		7.67	0.00
1. Organizing Facebook pages, such as profiles, colorful backgrounds, and interesting	0.12	0.04	0.14	2.88	0.00
2. You have seen pictures of activity posters every day.	0.12	0.04	0.15	3.18	0.00

The new model of public relations activities on the Facebook page for the Medical and Public Health Secretary	Unstandardized		Standardized	t	p-value
	Coefficients		Coefficients		
	B	Std.Err or	Beta		
3. Creating content using the TIKTOK application is interesting, engaging, and appropriate.	0.08	0.03	0.09	2.25	0.03
4. Content is important to stimulate the desire to study further.	0.17	0.04	0.19	3.83	0.00

Note: P-value <0.05, R=.80, R2=.63, F=133.74

Table 5. The results of the multiple regression analysis showed that the new model of public relations activities on the Facebook page regression by 63%, which meant that the factor of it influenced perception.

Activities 6 Analyze Multiple regression analysis in the activities on the Facebook page.

Table 6 Multiple regression analysis in the activities on the Facebook page (n = 400)

Activities on the Facebook page for Medical and Public Health Secretary	Unstandardized		Standardized	t	p-value
	Coefficients		Coefficients		
	B	Std.Err or	Beta		
Constant Part2	0.71	0.15		4.71	0.00
1. The activities on the Facebook page are interesting.	0.01	0.04	0.02	0.36	0.72
2. The content is interesting and engaging.	0.03	0.05	0.04	0.66	0.51
3. The content contains complete and appropriate information.	0.09	0.04	0.09	2.15	0.03
4. Use language that is easy to understand and according to social trends.	0.35	0.05	0.36	7.10	0.00
5. Detailed information is easy to understand appropriate and clear.	0.15	0.04	0.16	3.77	0.00
6. Attractive and interesting prizes are given.	0.11	0.03	0.15	3.69	0.00

Note: P-value <0.05, R=.80, R2=.64, F=101.42

Table 6. The results of the multiple regression analysis showed that the activities of public relations on the Facebook page regression by 64%, which meant that the factor of its activities

page influenced perception, but the question (1) the activities on the Facebook page were interesting and question (2) the content was interesting and engaging were not influence with perception.

Activities 7 Correlation of the new model of public relations activities on the Facebook page with the effectiveness of using Google my Business.

Table 7 Correlation of a new modern form of the Facebook page (n = 400)

Topics	Effectiveness of use Google My Business		
	Pearson Correlation (r)	Sig. (2-tailed)	Level Correlation
The new model of public relations activities on the Facebook page			
1. Organizing Facebook pages, such as profiles, colorful backgrounds, and interesting	0.34	0.00	Quite low
2. You have seen pictures of activity posters every day.	0.38	0.00	Quite low
3. Creating content using the TIKTOK application is interesting, engaging, and appropriate.	0.28	0.00	Quite low
4. Content is important to stimulate the desire to study further.	0.37	0.00	Quite low
Activities			
1. The activities on the Facebook page are interesting.	0.28	0.00	Quite low
2. The content is interesting and engaging.	0.38	0.00	Quite low
3. The content contains complete and appropriate information.	0.36	0.00	Quite low
4. Use language that is easy to understand and according to social trends	0.45	0.00	Quite low

5. Detailed information easy to understand appropriate and clear	0.33	0.00	Quite low
6. Attractive and interesting prizes are given	0.15	0.00	Quite low
Result	0.33	0.00	Quite low

Table 7. Correlation of a new model on and activities of the Facebook page with the effectiveness of using Google My Business showed that the correlation coefficient (r) was 0.33, which had a low correlation, but in a positive direction. In other words, using the new model of public relations activities on the Facebook page would have a more effective use of the Google My Business system.

Discussion

This research pointed to the use of Google my Business System to promote the Facebook Page of the department of Medical and Public Health Secretary, College of Allied Health Sciences, Suan Sunandha Rajabhat University. The results showed that public relations information perception on Facebook Page with Google my Business System was at the highest level. The public relations data perception variable predicted the influence of the new modern form on the Facebook Page at 63 percent and the correlation variable between the activities on the new modern form Facebook Page with the effectiveness of using the Google My Business System. The correlation value (r) was 0.33 with statistical significance at the 0.05 level. Therefore, the use of Google my Business System to promote the Facebook Page of the Department of Medical and Public Health Secretary resulted in access to information on the Facebook Page. Furthermore, Facebook users were satisfied with the page of the Medical and Public Health Secretary.

This study contained seven activities covering all the aspects of this research, which were respectively: Personal Information, the Perception of Public relations on the Facebook page, the Creation of a new modern form of the Facebook page, and the Effectiveness of using the Google My Business system.

All hypotheses were validated, but it was pointed out that the activities 5, the results of the multiple regression analysis showed that the new model of public relations on Facebook page regression with 63%, meant that the factor of it influenced perception., and activities 6 the result showed that the activities of public relations on Facebook page regression with 64%, meant that the factor of its activities influenced with perception, but the question (1) the activities on the Facebook page were interesting and question (2) the content was interesting and engaging were not influence with perception.

in activities 7, the Correlation of a new model of public relations and activities of the Facebook page with the effectiveness of using Google My Business found that the correlation coefficient (r) was 0.33, which had a low correlation, but in a positive direction. In other words, using a more modern form on the Facebook page would have a more effective use of the Google My Business system.

This study shows that there was interest in the use of Google my Business by Facebook users, that the content of the new model of public relations activities (TikTok) was pointed positively, and that these activities could motivate them to join the curriculum. In general, the results of this research did refer to the importance of a Facebook page in promoting various activities. For the above reason, the team leader should have more focus on them to meet the objectives.

Conclusions

For the objectives of data analysis, testing hypotheses, and reaching results, This study was divided into seven activities as follows: - The first activities focused on testing the first hypothesis (H1: The level of perception of Facebook page public relations information with the Google My Business system was at a high level.), to analyze data from the sample respondents showed that in the highest level (5 levels) which the highest level of perception on Facebook page publicity information using the Google My Business system positively affects the perception of Facebook page users accord with Paiboon. (2010) and Jensakul. (2018) which has a value-added mention in online public relations. - The second activity focused on the second hypothesis (H2-1: Perception of public relations information Influencing the new model of public relations activities on Facebook pages), to analyze data from the sample respondents to the multiple regression analysis showed that (P-value <0.05, R=.80, R²=.63, F=133.74), which indicates the validity of the hypothesis in that respondents do find the new model of public relations activities on Facebook page regression with 63%, meant that the factor of it influenced with the perception which accord with Saravanawong. (2015) that to have a guideline of use social media. Results of the statistical analysis have shown that. And (H2-2: Perception of the activities influence with on Facebook pages), to analyze data from the sample respondents to the multiple regression analysis showed that (P-value <0.05, R=.80, R²=.64, F=101.42), which indicates the validity of the hypothesis in that respondents do find the activities influence with on Facebook page regression with 64%, meaning that the factor of its activities page influenced with perception, implication toward Walther, JB., Van Der Heide B., Hamel, LM. et al., (2009) about perceptions of physical attractiveness on varieties and activities of new information forms.

but the question (1) the activities on the Facebook page were interesting and question (2) the content was interesting and engaging were not influenced by perception accorded (Chris W. 2007) that indicated changing news, photos, and information on the Facebook page - The third activities focused on the third hypothesis (H3: Correlation of the new model of public relations activities of the Facebook page with the effectiveness of using Google my Business). This hypothesis was analyzed by data obtained from the answers to table 7. Then, the data analysis had shown that (the correlation coefficient (r) was 0.33), which indicates the validity of the hypothesis which had a low correlation, but in a positive direction, according to Chitsopondilok, (2015) to mention on the strategy of social media influencing users. In other words, using a more attractive model on the Facebook page would have a more effective use of the Google My Business system.

Limitation

This research only studied The Using Google my Business System to Promote the Facebook Page of the Department of Medical and Public Health Secretary, College of Allied Health Sciences, Suan Sunandha Rajabhat University. Should have studied more for online content which is an interesting activity. So, training people to create various content was required.

Declaration of Conflicting Interest

The authors declare no conflict of Interest.

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