

FACTORS OF SUCCESS: THE MANAGEMENT OF MODERN ORGANIZATIONS

Assoc. Prof. Dr. Luedech Girdwichai, Asst. Prof. Dr. Chutikarn Sriviboon, Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: *luedech.gi@ssru.ac.th, **chutikarn.sr@ssru.ac.th***kevin.wo@ssru.ac.th

ABSTRACT

In modern organizations, it is imperative to apprehend critical factors of success that contribute to business success. Understanding what they are and how these factors work together would provide a blueprint of success. Certainly some factors are more important than other factors. Different business may require different factors of success. Therefore, it is imperative to focus on modern organization with success. The objectives of this study were to identify the factors of success from the perspective of young entrepreneurs that can show a remarkable of high growth and high profit of their business enterprises as well as to provide some useful suggestions to implement the factors of success to improve the mindset of business success. In order to search for the answers for this research objectives, a mixed method of both quantitative and a qualitative research techniques were conducted. A total of 400 samples was interviewed by utilizing questionnaire and 15 informants was selected from managers and entrepreneurs of growth business. Informants were asked to provide information on their long experiences about factors of success as well as their suggestions to implement these factors of success effectively. Contextual analysis and both primary data and secondary data from focus group and findings of many researches were contributed for data analysis and sum of findings. After thoroughly analyzing these important data, the result of this study revealed that factors of success must be embed in personal characteristics of entrepreneurs which included risk taking, great teamwork leadership, network, adaptability, and competence. However, it is vital to develop the creative ideas of implementing these factors of success to keep customer royalty by providing with high level of satisfactions in products and services.

Keyword: Entrepreneurs, Factors of Success, Leadership, Business Success

Introduction

Factors of success in the modern world of business can be both structured plan and not well-structured plan. But it should be easy to understand and easy to implementation. The configuration of the factors of success can be differed by industry and by characteristics of organization. In the market for commercial aircraft, factor of success can be the innovative technology. However, in the market for higher education, factor of success can be something else which may be entirely different from commercial aircraft market. Industry structure grows out of a set of economic and technical characteristics that determine the strengths and weaknesses of each industry, and then factors of success in each organization. Factors of success help to determine the success and profitability of an industry as well as of an organization. Understanding the factors of success and their underlying causes would reveal the roots of industry and organization profitability.

Research Methodology

The research methodology of this research focuses on the five steps of the process of research: research objectives, data collection and data analyzing, data summarizing, findings and discussion, and findings and presentation. In order to search for the findings or results for this research, the best approach to was the use of a mixed method of both quantitative and a qualitative research technique. The population of this study included all managers and entrepreneurs all over Thailand. However, by using Taro Yamane (1976), the proper sample size was about 400. Then, a total of 400 samples was surveyed by interviewing via Likert five scales questionnaire. In addition, the quantitative method was conducted by using an in-depth interview of special group of informants, and about 15 informants was selected from managers and entrepreneurs of growth business. Informants were invited and asked to provide information on their comments, visions of future, and long work experiences about factors of success as well as their suggestions of how to implement these factors of success effectively. Contextual analysis and both primary data and secondary data from focus group were important information that needed to be discussed and analyzed to generate the findings and conclusion.

Fig. 1 the Process of Research



Findings

After considering both results from quantitative and qualitative methods, the findings of this study revealed that factors of success must be embed in personal characteristics of entrepreneurs which included risk taking, great teamwork leadership, network, adaptability, and competence. More importantly, it is both necessary and vital to develop and promote the creative ideas of implementing these factors of success to ensure customer royalty by providing with high level of satisfactions in products and services.

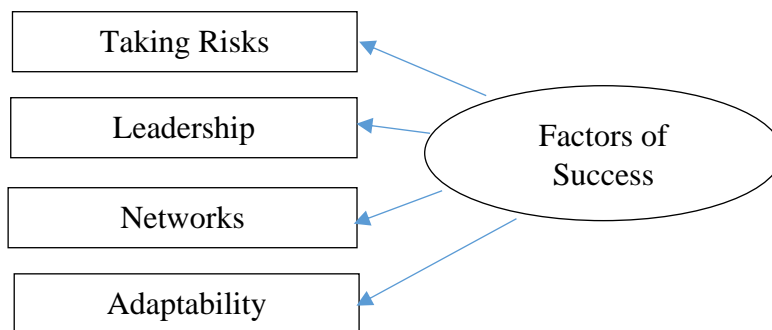
From table 1, level of importance of the factors of success revealed that the overall means of importance was 4.19 with the overall standard deviation of .8547. In each factor, it was reported that the first and most important factor of success was “Ability to take prudent risks” which was rated with the mean of 4.48 and standard deviation of .9851. The second most important factor of success “Ability in leadership and teamwork” which was rated with the mean of 4.31 and standard deviation of .7950. The third most important factor of success “Ability to create network” which was rated with the mean of 4.09 and standard deviation of .6950. The fourth most important factor

of success “Ability to adapt to constant changes” which was rated with the mean of 4.08 and standard deviation of .9113. Finally, the fifth most important factor of success “Ability to pass competency” which was rated with the mean of 3.99 and standard deviation of .8873.

TABLE I
LEVEL OF IMPORTANCE: FACTORS OF SUCCESS

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Ability to take prudent risks	4.48	.9851	1
2. Ability in leadership and teamwork.	4.31	.7950	2
3. Ability to create networks	4.09	.6950	3
4. Ability to adapt to constant changes	4.08	.9113	4
5. Ability to pass of competency.	3.99	.8873	5
All categories	4.19	.8547	

Fig. 1. Factors of Success



Suggestions

In the modern globalization, it is important to focus our attention on the creation of new market. The idea and the concept of success is designed to encourage managers to focus on the creation of uncontested markets. The idea is not just to be better than the competitors in the old market or not focus so much on wining from the same old competitors, but also be the first in the new market. The new strategy model should encourage innovation and influence strategy

development. In the old factors of success, it is important to use the competitors as a benchmark and focus on beating the competitors directly, then try to gain the market share as much as possible. However, the new factors of success, it is important to create new innovation, new ways to serve customers, and new ways to better solve customers' problems. Therefore, it is vital and necessary to develop a business offering that opens up and captures a new market space. Factors of success must be designed to help to be the first in the new market and capture the new market share sustainably.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117
- Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.
- Rooma Roshnee Ramsaran-Fowdar (2007), "Developing a Service Quality Questionnaire for the

Hotel Industry in Mauritius”, *Journal of Vacation Marketing*; Jan. 2007, Vol.13, No.1, p.21

Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality. pp. 44-60.118

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.

Wongleedee, Kevin (2016). “Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

Wongleedee, Kevin (2016). “Customer Satisfaction as a Factor of Airlines’ Loyalty programs Development: the Case of Thai Airways-Domestic” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). “Important Motivation Factors For Foreign Reinvestment in Thailand” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). “Customer Satisfaction as a Factor of Airlines’ Loyalty programs Development: the Case of Thai Airways-Domestic” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). “Important Motivation Factors For Foreign Reinvestment in Thailand” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2017). “Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines” Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

THE USE OF COMMUNICATION TOOLS IN OFFICE

Miss Amporn Phumjampa & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *amporn.ph@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

In the modern globalization, it is vital for offices in every department of Suan Sunandha Rajabhat University to use communication tools effectively to boost up the productivity and improve decision making. The effective communication tools must include these feature speed, privacy, security, powerful, ease of use, specific feature, and closed team specific. Some communication tools are productive and many are less than productive in terms of time, cost, and decision making. To be successful in terms of the use of communication tools in office, the university needs to have a balance of these qualities. The objective of this study were to examine the level of satisfaction in two areas which were satisfaction with the balance of the qualities of effective communication tools and satisfaction with the outcome of using communication tools as well as suggest ways to improve the communication tools in the future.

This study employed both quantitative and qualitative research technique in order to provide answers for the research questions and research objectives. A total of 120 staff who were in office in various parts of university at the first quarter of the year 2017 was interviewed. Data collection was performed to obtain their information, opinions, and comments. About eight of office managers was selected to conduct an in-depth interview to obtain more insight information of how to improve communication tools. Statistical description and analysis were done by utilizing SPSS program and Excel program. Percentage, frequency, mean, and standard deviation were used for data analysis and achieving results. The findings of this investigation revealed that the majority of staff who works with other staff in the office had a high level of satisfaction with a mean of 4.76 on the balances of the qualities of communication tools. However, the majority of staff who works with committee members has only a medium level of satisfaction with a mean of 3.37 on the outcome of using communication tools. Suggestion from the study included have the reengineering process of communication tools to achieve better results of generate information, sharing information, and provide vital information for making decisions. Also, there should be the use the guidelines for balancing qualities of communication tools to make certain that the results and the outcome of implement communication tools ends with high productivity.

Keyword: Organization, Communication Tools, Productivity, Decision Making

Introduction

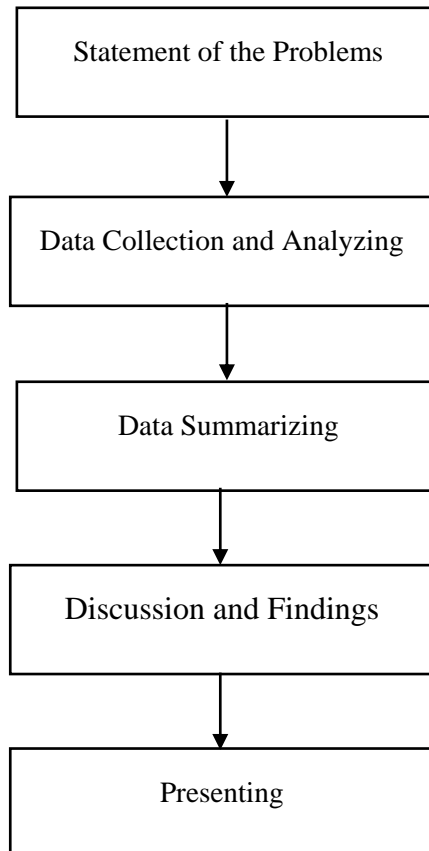
It is an acceptable fact that today's business society is becoming more and more dependent on new technology and increasingly depends on the use of computer for communications. For this reason, computer literacy is being important factors for social development and business transactions. The achievement of the use of communication tools in the office depend upon many factors such as modern equipment, management policy, corporate culture, attention, cognitive, and non-cognitive factors. However, the level of satisfaction from staff in the offices of Suan Sunandha Rajabhat University is one of the most important things to measure the achievement of the use of communication tools. The senses of satisfaction are feelings of staff of fulfilling. If the desire or expectation of the staff is fulfilled that can affect their attitude and behavior effectively.

Satisfaction of communication in office has to be two ways communications either from top to down and down to top communication.

In the modern globalization, effective communication is necessary for the overall success of the organization. Therefore, it is vital to evaluate that every office in every department of Suan Sunandha Rajabhat University have an effective communication or not, or have effectively use communication tools to achieve the goals and the objectives of the university or not. It is widely accepted that the use communication tools effectively can boost up the productivity and improve decision makings of the organizations. How can we define the effective communication or communication tools? The effective communication tools must include these features of speed, privacy, security, powerful, ease of use, specific feature, and closed team specific. Some communication tools are productive and many of them are less than productive in terms of time, cost, and decision making. To be successful in terms of effectiveness usages of communication tools in office, the university needs to have a balance of these qualities. The objectives of this study were to examine the level of satisfaction in two areas which were satisfaction with the balance of the qualities of effective communication tools and satisfaction with the outcome of using communication tools as well as to provide important suggestions and important ways to improve the communication tools in the campus the future.

Research Methodology

Fig. 1 the Process of Research



There are five process of conducting this research. The first step is to define statement of the problems. Then, set up the research questions and research objectives. The second step is to design research tools in order for data collection and select proper statistical program is perform the data analyzing. The third step is to conduct data summarizing to reach the conclusion of the study. The fourth step is to have a discussion and sum up the findings and conclusion. The final step is to presenting the findings to those who are interested. In an attempt to understand effective communication tools, it was necessary to establish the frame work of study and the method of the study. This research study employed a mixed technique of both quantitative and qualitative research technique in order to generate answers or findings for the research questions and research objectives. A total of 120 staff who were in office in various parts of university at the first quarter of the year 2017 was interviewed. The interview of 20 minutes was conducts to elicit the important information. The Likert five scales was designed to be research tool. Data collection was performed to obtain their ideas, information, opinions, and comments. About eight of office managers was selected to conduct an in-depth interview to obtain more insight information of how to improve communication tools. All of participants have more than five years of experience working with the university and have engaged in both formal and informal communication system in the campus. Statistical description and analysis were conducted by utilizing SPSS program and Excel program. In fact, percentage, frequency, mean, and standard deviation were used for data analysis in order to generate findings and achieving results.

Findings

TABLE I
LEVEL OF SATISFACTION FROM VARIOUS GROUPS

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. The staff who works with other University Staff	4.76	.7959	1
2. The staff who works with Faculty Members	4.42	.9030	2
3. The staff who works with Undergraduate students	4.33	.7835	3
4. The staff who works with Graduate Students	4.29	.9113	4
5. the staff who works with University Committee	3.37	.5634	5
All categories	4.23	.7914	

From the table 1, the information revealed that the staff who works with other university staff had rated the highest level of satisfaction with the communication tools in campus with the mean of 4.76 and standard deviation of .7959. The staff who works with faculty member had rated the second highest level of satisfaction with the communication tools in campus with the mean of 4.42 and standard deviation of .9030. The staff who works with undergraduate students had rated the third highest level of satisfaction with the communication tools in campus with the mean of 4.33 and standard deviation of .7835. The staff who works with graduate students had rated the fourth highest level of satisfaction with the communication tools in campus with the mean of 4.29 and standard deviation of .9113. Finally, the staff who works with campus committee had rated the lowest level of satisfaction with the communication tools in campus with the mean of 3.37 and standard deviation of .5634. However, the overall level of satisfaction from the five groups from Suan Sunandha Rajabhat University was 4.23 with the overall standard deviation of .7914.

Suggestions

The results from the qualitative method by using the in-depth interview and focus group can be sum up to some important suggestions. The suggestion from the study included there is a need to have the reengineering process of communication tools to achieve better results of generate information, sharing information, and provide vital information for making decisions. Also, there should be clear with the use the guidelines for balancing qualities of communication tools to make certain that the results and the outcome of implement communication tools ends with high productivity. There is a need to investigate in details to search for the causes of the low level of satisfaction.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116
- Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

MANAGEMENT OF OFFICE OF INFORMATION TECHNOLOGY

Mrs. Anong Malivan & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: anong.ma@ssru.ac.th and kevin.wo@ssru.ac.th

ABSTRACT

Information Technology office is one of the most important offices of university. It provides many kinds of information technology services, computer labs, trainings, internet, and modern facilities. Successful management of office of information technology often reflects the level of satisfaction of the users. The objective of this research was to investigate the management factors and policies that affected the high level of satisfaction from the users' perspectives. This was a quantitative research study which was conducted by interviewing with 200 students who were the main users of computer labs and who were affected by the management and policy of the office of information technology. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation revealed that the majority of students had a very high level of satisfaction on office of information technology management and policy. The list of high level of satisfaction included the cleanliness of the office, the modern and upgraded of computer and its facilities, the high quality of service from staff, the opening and closing hours, and quality of trainings.

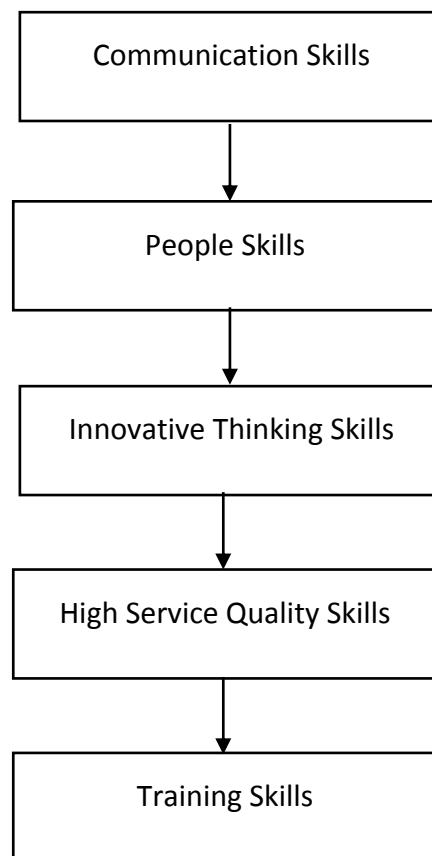
Keywords: Information Technology, Satisfaction, Management, Users

Introduction

The first question come to mind? Who manage the office of computer labs? It is the office manager who main duties include the management of office of computer labs and its services by organizing office operations and procedures. Management of office of information technology is an important activity that focuses on provide high service quality to computer labs users and improving students', staff', and faculty members' skills of many different kinds of software and its applications. There may be an emphasis on effective communication for training, better teamwork, and more progressive and better relationship with both computer labs' staff and its customers in the whole university. Better management may also focus on the business side of being a manager such as reporting to supervisor, effective leading performance reviews, and responsibility for routine work assignment. If you want to be a better office manager and develop our management and leadership skills, there are many ways to be a better office manager. First, there is a need to sharpen communication skills. This is because being an effective communicator has an advantage to being a good manager to give order, information, and assign duty without mistakes. It really makes a different between good communication and poor communication. In the modern world, office manager also needs to have to develop good public speaking skills. Second, there is a need to work on people management skills. Every day in office, we are dealing with people. Therefore, learning to manage people with patience and understanding will help to understand the concept of being a better manager. Third, there is a need to be an innovative thinker. Certainly, being a better manager require the quality of being an innovative thinker, especially when we talk about decision making and problem solving in every day office. Being creative and innovative means often provides new ideas, new way of solving problems and new perspective of

solving problem that may save time, and save cost. Fourth, there is a need to develop business acumen. Being a better office manager, there is a need to understand every aspect of your business, your staff, your products and services, and your customers. Take a move to improve your ability, improve your judgement, and making the operation run smoothly. Finally, there is a need to continue your professional development. This means a better office manager should never stop learning, growing, and expand their knowledge, experience, and skill set that important for the industry. In fact, your staff, your boss, and your customers will notice the change or the improvement of you are being a better manager. As being a manager of computer labs, it usually falls on the manager to keep office running as efficiently as possible. Teamwork is important the success of an effective management. In fact, there are five ways to be a better office manager of the computer labs. These factors include communication skills, people skills, innovative thinking skills, high service quality skills, and training skills. Therefore, it is important to survey if other employees agree with these five factors required to be a better manager of computer labs.

Fig 1. Five important skills for better Manager



Research Methodology

This study was a quantitative survey research which aimed to investigate and to study the management factors and policies that affected the high level of satisfaction from the users' perspectives in the campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. In addition, this research was aimed to utilize the findings to create a marketing strategy to enhance and to offer better office of computer labs management and the to improve the users' level of satisfaction in the future. Statistics used in this study were percentage, mean, and standard deviation. A simple sampling technique and Taro Yamane technique was performed to get a sample group that included 200 students who were the main users of computer labs and who were affected by the management and policy of the office of information technology. Statistical analysis was performed by using SPSS program. A Likert five-scale questionnaire was utilized as a research tool for collecting data at the campus of Suan Sunandha Rajabhat University. The reliability test and validity test were performed to the high level of acceptable. The independent variables of this study included all five important skills for better managers: communication skills, people skills, innovative thinking skills, high service quality skills, and training skills. The dependent variables included the importance of the five factor skills.

Findings

TABLE 1. IMPORTANCE OF FACTORS OF BETTER OFFICE MANAGERS

	Mean	S.D.	Rank
Factors			
1. Communication Skills	3.93	0.954	1
2. People Skills	3.71	0.971	2
3. Innovative Thinking skills	3.65	0.778	3
4. High Service Quality Skills	3.62	0.893	4
5. Training Skills	3.52	0.801	5

From the interviewing with 200 students who are the main users of the computer labs. The respondents have rated the communication skills as the number one important of being better office manager with the mean of 3.93 and standard deviation of 0.954. The respondents have rated the people skills as the number two important of being better office manager with the mean of 3.71 and standard deviation of 0.971. The respondents have rated the innovative thinking skills as the number three important of being better office manager with the mean of 3.65 and standard deviation of 0.778. The respondents have rated high service quality skills as the number four important of being better office manager with the mean of 3.62 and standard deviation of 0.893.

and finally, the respondents have rated the training skills as the number five important of being better office manager with the mean of 3.52 and standard deviation of 0.801.

First, being an effective communicator is critical for the management of the office of computer in order lead the office effectively. Therefore, find ways to improve communication skills and use the communication skills every day to enhance the level of understanding of staff and be able to be convincing in front of customers. Second, polish people management skills. Learning to manage people is different from managing tasks or projects because it requires more patients, and understanding. Third, be an innovative thinker. Be able to solve problems with a new way that faster, cheaper, and more satisfaction to customers. Develop an environment that accept new ideas, new way of thinking, and new way of solving problems. Fourth, understand about high service quality skills and be able to provide such a service to both customers and stakeholders. High level of satisfaction of service quality often bring customers back with friends, which ultimately means a long-term profitability. Fifth, to have a skill of training. Why? The mission and the goals of this computer labs offices is to provide training of information technology to students, staff, and faculty members. Therefore, the office manager and his or her staff must always be sharp on the training skills.

Suggestions

Treat your co-workers with respect and treat customers with the best service quality are the suggestions from this study. It is important to upgrade the ability to provide services, securing more resources for your computer labs and your team, developing new strategy that works both now and in the long run. It is important to search for key success of the management of computer labs and with ability to open opportunity, connect your team with useful resources and most importantly advocate for management and staff in have high performance of the organization. To manage computer labs effectively the manager needs to understand its subordinates' motivation and conscious efforts to affects perceptions, opinions, and decisions. It is vital to adapt the management style to the way of high performance and high ability to provide high standard of quality, and to increase the level of satisfaction from main customers.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full-service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- Cited in Oliver H.M. Yau & Hanming You (1994). *Consumer Behavior in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.18
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality.
- Anderson, R. (1973). "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10(2), 38-44.
- Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the 119 Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality, p.47.

- Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

USE OF COMPUTER AND EQUIPMENT AND SATISFACTION

Mr. Anothai Arunruang and Asst. Prof. Dr. Sirilak Ketchaya
Suan Sunandha Rajabhat University, Bangkok, Thailand
*E-mail: *anothai.ar@ssru.ac.th, **sirilak.ke@ssru.ac.th*

ABSTRACT

In modern world of higher education, computers are being used actively in educational purposes and to improve learning process. Computer plays a vital role in every academic field. The use of computer and equipment is one of the daily life for campus students. University that can offer advanced software, new technology, and modern facilities would be able to make their students happy and satisfied. Computer and equipment usage at Suan Sunandha Rajabhat University was our focus of study in order to offer better students' experiences for improving students' learning process. In order to search for better ways to use computer and equipment, it is important to investigate what kinds of computer and equipment that meet the expectation of modern students in various department.

The purposes of this research were to investigate what kinds of computer and equipment that students' need, that benefits students in terms of learning process, what kinds of computer and equipment essential for their future careers. In order to find the answer for research questions, this study utilized both qualitative and qualitative research. About 100 students was surveyed by questionnaire and the in-depth interview with two different groups of informants. Ten male and female students and ten male and female staff who regularly use the computer labs. The focus group of these was set up in order to obtain important detailed information from them. Many data from both primary and secondary sources was collected and analyzed. Data collection, from these students and staff, started during semester one of year 2017. The findings of the research revealed that there were five main uses of computer and equipment in campus: playing computer games, doing homework and assignment, searching for more information, watching movies and clips, communication with others, and downloading programs and data. The most important of computer and equipment in campus from the perspectives of students and staff included fast & convenient, productivity, and socialization and up-to-date hardware and software programs.

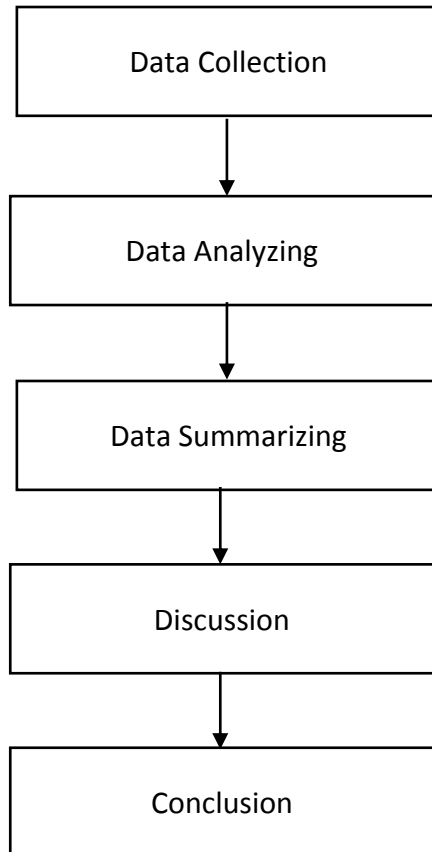
Keyword: Use of Computer, Computer Labs, Satisfaction, University

Introduction

Compute labs are still one of the most important rooms and labs in any university. It is the place that students come for training and using computers and software for their academic homework and project assignment. In modern world of higher education, computers and information technology, and internets are being used actively in educational purposes and to improve learning process, to do academic work assignment, and get on with their daily personal life on social media. Computer and information technology play a necessary and vital role in every academic field for students in every department. The use of computer and equipment is one of the daily life for campus students as well as faculty members. University that can offer advanced software, new technology, better service quality, and modern facilities with open policy of using it would be able to make their students happy and satisfied which may result in bigger budget each year. Computer and equipment usages at the campus of Suan Sunandha Rajabhat University was our focus of study in order to offer better students' experiences for improving students' learning process and developing the plan to increase their level of satisfaction. In order to search for better ways to provide better service quality for the use of computer and equipment, it is imperative to study and to investigate what kinds of services of the use of computer and equipment that meet the expectation of modern students in various departments.

Research Methodology

Fig. 1 the Process of Research



In order to find the result of this study, it is important to set up major purposes of this research. The study aimed to investigate what kinds of services quality to offer for the effective uses of the computer and equipment that students' need, that benefits students in terms of learning process, and doing academic work effectively, what kinds of computer and equipment essential for their future careers. In order to obtain the answers for research objectives and research questions, this research study utilized both qualitative and quantitative research. About 100 students were surveyed by questionnaire and the in-depth interview with two different groups of informants. Effectively, about ten male and female students and ten male and female staff who regularly use the computer labs for academic works or business works. The focus group of these was set up in order to obtain important detailed information from them. Many data from both primary and secondary sources was collected and analyzed. Data collection, from these students and staff, started during semester one of year 2017. Statistical program of SPSS was utilized to obtain the results for this study.

Findings

From table 1 revealed that about 100 students have reported the overall level of satisfaction in five main categories of using the computer labs in campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. The overall level of satisfaction was very high with a mean of 4.26 and standard deviation of 0.8073. The students have rated “Doing the homework & project assignments” as number one of their satisfaction with a mean of 4.48 and standard deviation of 0.6859. The students have rated “Playing games, music, movies and other entertainments” as number two of their satisfaction with a mean of 4.32 and standard deviation of 0.7931. The students have rated “Searching for more information” as number three of their satisfaction with a mean of 4.29 and standard deviation of 0.8150. The students have rated “Using other applications and software” as number four of their satisfaction with a mean of 4.18 and standard deviation of 0.9113. Finally, the students have rated “Downloading programs and data” as number five of their satisfaction with a mean of 4.06 and standard deviation of 0.8314.

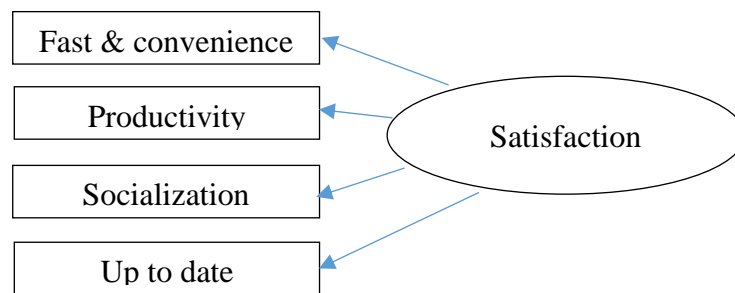
TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Doing the homework & projects assignments	4.48	.6859	1
2. Playing games, music, and other entertainments	4.32	.7931	2
3. Searching for more information	4.29	.8150	3
4. Using other applications and software.	4.18	.9113	4
5. Downloading programs and data.	4.06	.8314	5
 Overall categories	 4.26	 .8073	

In terms of focus group, the students have reported that they all agreed with the four factors that can have major impacts on students’ level of satisfaction of using computer labs in campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. These factors are fast and convenience, productivity, socialization, and up-to-date. The first factor is fast and convenience. Since we live in the modern world of globalization, students do not want to wait in the long line to use the facility or to get services. Moreover, the computer hardware and software must connect with high speed

in the net to satisfy their needs. The second factor is productivity. This means students need to use their time in the computer labs to be as high productivity as possible. Therefore, the staff of computer labs must set up policy that aims to increase the productivity of students or users' time as much as possible. The third factor is socialization. This means computer labs should design the lay out and its equipment that students feel like they have been in the country clubs with the perspective and atmosphere of friendly but business like. Finally, the fourth factor is up-to-date of hardware and software programs and equipment. No students want to use an out-date information technology, machine, and equipment.

Fig. 1. Factors contributing to the level of satisfaction.



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

ENGLISH TRAINING FOR EMPLOYEES OF SERVICE INDUSTRY

Mrs. Boontin Thongyot & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *boontin.th@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

English is the business languages. Therefore, it is necessary and demanding for the employees of service industry in Thailand to have basic communication skills in English. The English training for employees must be specially designed to help train many different levels of staff and managers to make sure that they can perform necessary functions with good communication skills in English. The objective of this research was to investigate the effectiveness of English training for employees of service industry as well as to understand what kinds of trainings do the employees really wants and to find ways to improve their training in with the short courses.

The population of this study included all service employees in Bangkok, Thailand who were working during the first quarter of year 2017. This was a quantitative research study which was conducted by interviewing with 200 employee who were working in service industry such as tourism, hotels, transportations, and restaurants. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation revealed that the majority of employees had satisfied with the overall English training programs with a mean of 4.56 and S.D. of 1.097. However, when evaluated in detail, service employees are satisfied with speaking and listening English training more than vocab and reading of English training. Also, the findings revealed that most service employees need important conversation skills than any other trainings. The more hours of trainings, the higher confidence they have to perform their duties with international customers.

Keyword: English Training, Conversation, Service Employees, Communication Skills

Introduction

In many service organizations of service industry, it is important to provide an effective modern training regularly, especially English training. Better communication in English will benefit both employees, customers, and organization in the long run. In the modern globalization it is widely accepted that English is the world business languages as well as education language, and tourism business. Therefore, it would be more benefit if most of employees in service and tourism industry can communicate in English since the majority of their customers are international customers. Hence, the demanding for the employees of service and tourism industry in Thailand to enhance their basic communication skills in English is proper. The English training programs for employees must be specially tailored or specially designed to increase and enhance with new and effective training methods for many different levels of staff and managers to ensure that they can perform necessary functions that is important to international customers with good communication skills in English and with high confidence.

There are many ways of providing English training sessions. The most important part of English training to ensure that effectiveness of the training sessions is about the assessment method. In fact, the English training assessment is the process of identifying a participant's current knowledge, skills, and attitudes set against all important elements of competency within a unit of training program. For each unit of competency training program, a number of assessment tools have been identified including: written test, work projects, oral questions, third party statements,

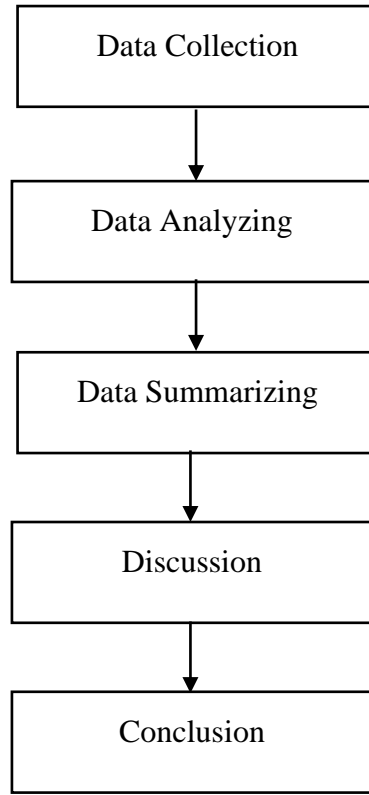
case studies, role plays, and observation checklists. Moreover, the assessing competency of English training program does not award the grades, only pass or fail, but simply identified if the participants have demonstrated an improvement of their ability to communicate in English to be used in their daily life and business life. The improvement of English communication ability in terms of knowledge, skills, and attitudes.

Research Methodology

In order to provide the findings of this research study and suggestion, it is important to design the suitable research methodology, data collection, and data analysis. The objective of this research study was to examine and to investigate the effectiveness of English training programs for employees of service and tourism industry to be used with their international customers as well as to search for the proper training methods and understand what kinds of training program do the employees really wants and needs in their daily life and business life and to find ways to improve their training programs in with the short courses which help the organization to save time and cost.

The population of this research study included all service employees of service and tourism industry in the vicinity of Bangkok and its surrounding areas, Thailand. The population are people who were working and using English communication skills on the jobs during the first quarter of year 2017. The research method was a quantitative research study which was conducted by interviewing with 200 employee who were working in service and tourism industry such as tourist destinations, hotels, transportations, entertainment places, shopping departments and restaurants. Statistical analysis for this study was performed by using mainly SPSS program. Percentage, mean, and standard deviation were used for data analysis, findings as well as suggestions.

Fig. 1 the Process of Research



From the general survey for the overall level of satisfaction of 200 employees who received the English training program at various workplaces. The result of this research survey can be reported with statistically confidence that the majority of employees in service and tourism industry had highly satisfied with the overall English training programs with the overall mean of 4.56 and with the standard deviation of 1.097. This one of the important feedback from the participants of the English training program but it is necessary to evaluate the level of satisfaction in details. When evaluated many English training programs in detail, it found that service and tourism employees are highly satisfied with speaking and listening English training programs more than vocab and reading of English training program. This is because these employees are required to use both speaking and listening with international customers every day. It is a must skill. Therefore, these employees are paying attention to these training session than other training sessions. In addition, the findings revealed that most service and tourism employees need to improve the level of competency in conversation skills than any other skills in the training programs. In fact, the more hours of trainings and learning, the higher confidence they have to use English communication skills to perform their duties with international customers.

From the finding, it found that the success of English training program include the important of evaluation and assessment in the training process. This is because evaluation and assessment are the integral part of training program. The four generic topics with should be addressed as part of evaluation and assessment process include training environment, training resources, training approach and method, and training contents. In addition, there are many

important ways that trainers can use to evaluate their English training programs. There important and effective techniques include feedback form, observation checklist, self-reflection, individual training practice, questions and answers after the training, performance checklist, third party feedback, and so forth.

Suggestions

It is important to design to English training program to match with the needs and wants of employee in the service industry. If not, it would be a waste of time, money, and other resources. The level of satisfaction might be one way to assess the quality of English training program. However, in order to maintain high standard quality of English training program, it is necessary to focus on the assessment method that accurate, reliability, and without bias to any individual participants. There are some important suggestions for the assessment method. First, assessment of English training program should be conducted at a schedule time that has been notified to the candidate or participant. Second, trainers must ensure participants are made aware of the need to complete assessments and attend assessment sessions. Third, most importantly, at the end of training program, trainers must give feedback and advice to participants on their knowledge, skills, and attitude status. Finally, it is important to ensure that assessment results are used consistently with the purposes explained to the participants at the beginning.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of

- Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University Press.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.17.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.45.

THE ANALYSIS OF COMPUTER LABS AND USERS

Miss Bupphachat Sudjai & Asst. Prof. Chaithanaskorn Phawipiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *bupphachat.su@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th*

ABSTRACT

In the students' perspective, computer labs is one of the most important labs of university. It provides many kinds of information technology services such as a variety of trainings, internet, vital software, and modern facilities. Computer labs are important to student success. It is imperative to have survey to provide the university with accurate feedback on students' recent visits to university academic computer labs. The objective of this study were to survey if the expectation of the students who used the computer labs regularly had been met with the service quality provided the computer labs of Suan Sunandha Rajabhat University as well as to provide the analysis of computer labs and users. This was a mixed research method of both quantitative method and qualitative method. The questionnaire was developed for data collection and distributed to 150 students in other to elicit their opinions and experiences of using computer labs. The in-depth interview questions also developed to discuss with 10 students who were a heavy users of both software and hardware at the computer lab. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings.

The findings of this investigation revealed that the majority of students reported that they had a very high level of satisfaction on service quality of the staff such as helping without hesitant, have technical knowledge, be able to solve problems, and be very polite but had general complaints about the facilities and equipment such as no visible accessibility of students with disability. From the analysis of both qualitative and quantitative method, there are many complaints about lab is too noisy, temperature problems, speed of computer, trouble printing, virus problems, software is outdated, and expensive copying machine. In other words, the complaints were less on the service of staff, but more on the facilities which can be improved in the short term to increase students' level of satisfaction.

Keyword: Computer Labs, Hardware Problems, Software Problems, Training

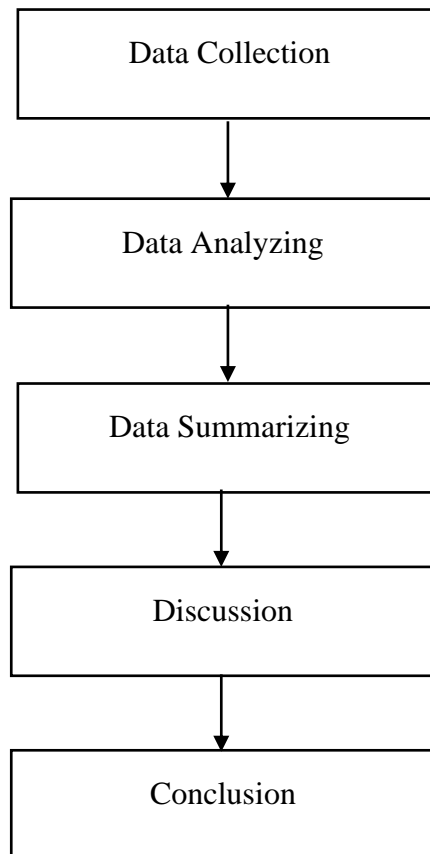
Introduction

As a part of managing team of campus computer labs of Suan Sunandha Rajabhat University, it is vital to understand how the computer labs can fit in the big picture of the main campus in terms of providing better quality services. Many organizations of higher education have both short terms and long terms plan for developing its competitive advantages. To increase the high level of satisfaction for computer users in the campus is also one of the most important plans and for business units. As a supporting unit of the university, the work through information technology to support university overall plans. More importantly, the computer labs strategy and plans must align with the priority set from top management. Therefore, it is vital make the plan and clarify what the office of computer labs are supposed to be delivering and how they are supposed to do it. In addition to reviewing the comments, opinions, and suggestion from both users and top management level, it is important to reviewing any strategy of improvement and enhancement of the service quality that the computer labs team has. For the service quality to be successful, teamwork is vital and necessary. In other words, individual succeed only when their group succeeds. Overtime it is the need to learn to find the team's accomplishment is more important than individual's success. Coaching staff to enhance their service quality many take

months or years to truly pay off, but it is a must activity. When someone suggests a new way of doing things in the computer labs to improve the service quality, the office manager must encourage and support their ideas and find the way to push it to action. Every staff member needs to develop a deep comprehensive understanding of their duties, functions, and their tasks. At the end, it is to make customer happy and to increase the level of satisfaction.

Research Methodology

Fig. 1 the Process of Research



It is both important and necessary to have survey to offer the university with accurate feedback on students' recent visits to university academic computer labs. The main purposes of this study were to survey if the expectation of the students who used the computer labs regularly had been met with the service quality provided the computer labs of Suan Sunandha Rajabhat University as well as to provide the analysis of computer labs and users. This study was a mixed research method of both quantitative method and qualitative method. The questionnaire was developed for data collection and distributed to 150 students in other to elicit their opinions and experiences of using computer labs. The in-depth interview questions also developed to discuss with 10 students who were a heavy users of both software and hardware at the computer lab.

Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings.

Findings

The findings of this investigation revealed that the majority of students reported that they had a very high level of satisfaction on service quality of the staff such as helping without hesitant, have technical knowledge, be able to solve problems, and be very polite but had general complaints about the facilities and equipment such as no visible accessibility of students with disability. From the analysis of both qualitative and quantitative method, there are many complaints about lab is too noisy, temperature problems, speed of computer, trouble printing, virus problems, software is outdated, and expensive copying machine. In other words, the complaints were less on the service of staff, but more on the facilities which can be improved in the short term to increase students' level of satisfaction.

In general, the office of computer labs and its staff must learn to these activities. First, it is important for campus computer labs to see and help its customers succeed and thrive in the use of information technology for academic purposes and problem solving of university business. Second, it is important for campus computer labs to discover what they can do to be more effective in terms of service quality. Third, it is important for campus computer labs to see themselves take their responsibility to the best and master new responsibility. Fourth, it is important for the campus computer labs to developing strategies and plan to achieve business targets. Finally, it is important for campus computer labs to have a daily small success every day in their operation and meet the expectations of the users, and customers who might be students, staff, faculty members, and university's stakeholders.

Suggestions

Maintaining students' skill and improving their performance are important focus for computer labs of Suan Sunandha Rajabhat University. It is important to ensure that in a student perspective, training is a way to sharpen their academic life and future career as well as the basic knowledge and skill for their professional life. Better training and knowledge of computer and software help to improve job satisfaction in the future and to enabling them to build new skills take on more challenge roles.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.
- Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Tennessee. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189
- Bitner (1987), Contextual Cues and Consumer Satisfaction: The role of physical surroundings and employee behaviours in service settings. Unpublished Doctoral Dissertation, University of Washington. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.
- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." *Journal of Personality and Social Psychology*, 21(3), 281-295.
- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research",

THE ENHANCEMENT OF QUALITY IMPROVEMENT OF CERAMIC INDUSTRY IN THAILAND

Asst. Prof. Chaithanaskorn Phawipiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *chaithanaskorn.ph@ssru.ac.th*

ABSTRACT

Quality improvement is vital to the success of ceramic industry in Thailand. The effects of highly standard of quality can be positively related to productivity, and high sales volumes. However, the diversity background or demographic of industry, can also be the factors to have different standard quality. This study has been conducted with a view of ascertaining the level of ceramic industry in the northern of Thailand. The objective of this study were to probe and develop the model of success and quality improvement of the cluster of ceramic industry in the northern of Thailand. This was a mixed research study of both quantitative and qualitative method. This study had been conducted by using the developed questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 210 respondents were returned with proper answers and format. An in-depth interview was conducted with 17 experts in ceramic industry and a focus group was conducted with 10 informants who were directly involved with ceramic industry. Analysis and evaluation were done with SPSS. Major findings from with study revealed that there was a medium of success with a mean of 3.50. Also, from the model, the direct factors of success were logistics management, and product quality. Whereas the indirect factors of success were entrepreneur leadership, and ability in business. Therefore, the development to enhance service quality of ceramic industry included the development of logistics management, product quality development, and ability in business development.

Keyword: Quality Improvement, Ceramic Industry, Productivity, Cluster

Introduction

It is an acceptable fact that Thai business environment both domestic and international level is becoming highly competitive and challenging now more than the past two or three decades. Many small nations or small economies which depend so much on local revenue need to make sure that their resources are competitive in the modern globalization in which information about its standard of quality are reported on social media as quickly as possible. Both good news and bad news of business and industry spread into all over the world virally due to the power of modern information technology and impacts of social media. The research of quality enhancement is important for both small business and large business to evaluate themselves and its competitors to be able to compete in the long term business. Intensified competition is not a bad thing, in fact, it forces the industry and business to be more attentive to enhance their standard of quality to make sure customers are satisfied with the highest level (Li & Lu, 2010). The majority of the research paper in the past often focus on collecting the data to prove the level of satisfaction of customers. This study, however, put the focus on quality enhancement.

Nowadays, it is important for every business both small business and large business enterprises to have a quality improvement to improve their level of competitive in both domestic market and international market. The world market is frequently and often change without notice. The survival of small business and large business depend heavily on quality to offer the product on the shelf and the online business. The world business can be defined as world online business. This means one bad reputation will cause the bad image and it will stick on the online for a long time or forever. The business of ceramic is the same as any other business which relied on its image and reputation of the quality and level of satisfaction from the previous customers. Quality improvement is vital to the success of ceramic industry in Thailand. The effects of highly standard of quality can be positively related to productivity, and high sales volumes. Globalization brings both competition from domestic ceramic industry and international ceramic industry. The major competitive advantage that Thai ceramic industry need to focus is quality improvement. However, the diversity background or demographic of industry, can also be the factors to have different standard quality. This study has been conducted with a view of ascertaining the level of ceramic industry in the northern of Thailand.

Regardless of the size of the ceramic business and whether it is located in anyplace in Thailand, to be successful depends on a high level of sustainable quality to enhance customer's level of satisfaction (Morgan, Anderson, and Mittal, 2005). Since it is widely accepted that customer satisfaction strategies, it should be an important focus on ceramic industry of Thailand as well as to be a major competitive advantage. In fact, customer satisfaction arises when the organization or service providers can provide customers with benefits or value added that equal to or exceed customers' expectation. In general, if customers are satisfied with product or services, they have a tendency to buy more, to repurchase, and to recommend others to buy (Gutierrez & Uribe, 2011). Therefore, it is imperative for ceramic business and industry always to make certain that customers happy by either meeting or exceeding their expectations in order to win their loyalty in the long run.

In fact, quality improvement is so important that it will help to add more values to ceramic products in the eyes of customers. Moreover, in order to promote this products for exportation, the products need to pass the quality check. Therefore, the researcher is interested in studying this topic and hope that the findings of this research will benefit the ceramic industry of Thailand. In fact, customers' expectation of quality depends on the how much and how long the product of service meet with customer expectation. The gap of the expectation and real experience implies the areas of customers' satisfaction. High gap means low level of satisfaction and low gap means high level of satisfaction. To ensure high quality to reduce the gap of expectation and real experience of customers (Wongleedee, 2013).

Research Methodology

In order to find the answers for the research questions, the research methodology and research framework was designed into five steps: data collection, data analysis, data interpretation, data analysis, and conclusion. The objective of this study were to probe and develop the model of

success and quality improvement of the cluster of ceramic industry in the norther of Thailand. This was a mixed research study of both quantitative and qualitative method. This study had been conducted by using the developed questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 210 respondents were returned with proper answers and format. An in-depth interview was conducted with 17 experts in ceramic industry and a focus group was conducted with 10 informants who were directly involved with ceramic industry. Analysis and evaluation were done with SPSS. The interview questions was tested by using three experts who had a long experiences in ceramic business and industry to read and approve the questionnaire by all three experts. The content of reliability of interview questions was tested by using the pilot study of 30 target samples and utilizing Cronbach's Alpha Coefficient. All the question is expected to pass at least 0.75 of Cronbach's Alpha coefficient. Statistical analysis was performed by using percentage, mean and standard deviation.

Findings

This was a mixed research study of both quantitative and qualitative method. This study had been conducted by using the developed questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 210 respondents were returned with proper answers and format. An in-depth interview was conducted with 17 experts in ceramic industry and a focus group was conducted with 10 informants who were directly involved with ceramic industry. Analysis and evaluation were done with SPSS. Major findings from with study revealed that there was a medium of success with a mean of 3.50. Also, from the model, the direct factors of success were logistics management, and product quality. Whereas the indirect factors of success were entrepreneur leadership, and ability in business. Therefore, the development to enhance service quality of ceramic industry included the development of logistics management, product quality development, and ability in business development.

From the conducting of this research, it found that quality enhancement may be more difficult for customers to evaluate than product quality. Therefore, it needs both quantitative and qualitative research technique to search for the correct and quantifiable answers to the research questions. Second, services quality perceptions result from the comparison between expectation and actual real experience of service performance. It may be the case that customers have a very high expectation that is very hard to reach especially during the perk seasons or peak demand of the hotels in Thailand. Third, it should be noted that quality evaluation should not be made solely by the interview since they are many forms of services and a variety of measurement.

Future Studies

The limitation of this research paper occurs mainly because the sample group which included only local areas. It should include other international customers in other areas such as Bangkok. Hence, the findings may not be generalized to find the proper picture of quality enhancement. Therefore, future research should use a proportion sampling technique with a

diverse group of international customers. Moreover, future studies should use more in-depth interviews to find the reasons behind their comment on quality enhancement.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Li, W. and Lu, Y. (2010). How Service Climate Impacts on Service Performance: Evidence from China Hotel Industry. *2010 International Conference on Management and Service Science*.
- Morgan, N., Anderson, E. and Mittal, V. (2005). Understanding Firms' Customer Satisfaction Information Usage. *Journal of Marketing*, 69(3), pp.131-151.
- Gutierrez, S. and Uribe, G. (2011). Customer satisfaction in the hospitality industry in Guadalajara, Mexico. *Advances in Competitiveness Research*, 19(4), pp.17-30.
- Seo, Y. (2012). *Cultural Impact on Customer Satisfaction and Service Quality Evaluation in Hotels*. Postgraduate. University of Nevada, Las Vegas.
- Andaleeb, S. and Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction specific model. *Journal of Services Marketing*, 20(1), pp.3-11.
- Dominici, G. and Guzzo, R. (2010). Customer Satisfaction in the Hotel Industry: A Case Study from Sicily. *IJMS*, 2(2).
- G/Egziabher, A. (2015). *Service Quality and Customer Satisfaction in Hotel Industry: The Case of Three Star Hotels in Addis Ababa, Ethiopia*. Post Graduate. Addis Ababa University.
- Torres, E. and Kline, S. (2013). From customer satisfaction to customer delight. *International Journal of Contemporary Hospitality Management*, 25(5), pp.642-659.
- Zeithaml, Bitner, M., Gremler, D. and A, V. (2006). *Services Marketing: Integrating Customer Focus across the Firm*. 4th ed. Singapore: McGraw-Hill, pp.117, 119.
- Zeithaml, V., Parasuraman, A. and Berry, L. (1990). *Delivering quality service*. New York: Free Press.

Wongleedee, K. "International Tourists' motivation to revisit Bangkok, Thailand.

Proceeding from WASET Conference, Paris, 2014. International College, Suan Sunandha Rajabhat University. 2014.

Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.

Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

SATISFACTION OF INFORMATION TECHNOLOGY TRAINING

Mrs. Chanida Chirapruk and Asst. Prof. Chaithanaskorn Phawitpiriyakliti
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: *chanida.ch@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th

ABSTRACT

Student satisfaction of information technology training is as important as the word customer satisfaction which is based on their experiences on a particular service encounter. It can be thought that it is the overall evaluation of service experience of students based on their experience of using computer labs to enhance their information technology skills. In fact, student satisfaction of using computer labs is an attitude which can be positive or negative based on individual experience. The focus of the research was on the insight information offered by the heavily users of the computer labs. The objectives of this research were to survey the level of satisfaction of students who received information technology training in computer labs in Suan Sunandha Rajabhat University and to find the methods to ameliorate the level of satisfaction of these students. This was a qualitative research method by utilizing an in-depth interview and small focus group of target students. A total of 20 students who were heavy users of the computer labs for semester 2 of the year 2017. About 10 female students and 10 male students were selected from the pool of students who were willing to participate in the in-depth interview. The results of this study revealed that there were four important factors that had impacts on satisfaction of students who received information technology training via using computer labs. These factors included quality of service, quality of information technology staff and trainers, quality of computer, software, internet, and facility, and quality of policy and management of computer labs. However, the overall level of satisfaction of students who received information technology training via using computer labs at Suan Sunandha Rajabhat University was reported as a high level of satisfaction.

Keyword: Satisfaction, Computer Labs, Students, Heavy Users.

Introduction

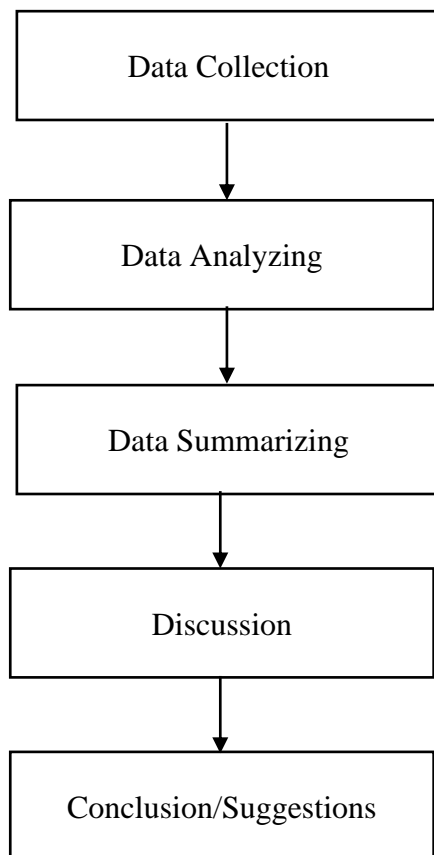
Higher education needs stable and regular knowledge and training to be able to compete in the competitive market and have to acknowledge the importance of students' academic knowledge and skills improvement. The students nowadays need advance skill sets of information technology that can be leveraged to gain competitive advantages that can be extended in the long term. The information technology is a high tech business that operates in a dynamic environment which is known for rapid change, uncertainty, high costs as well as high risk of investment. In addition, employees working in this kind of environment requires a constant training and learning efficiently, and increase in productivity in order to be able to solve new and complexed problems in the everyday computer labs. The majority of computer labs in many universities have their direct duties to train students, staff, and faculty members about new information technology. Before training others, the computer labs' staff need to be trained first in terms of knowledge, competencies, and skills which can be efficiently harnessed. Information technology training relates to students' acquisition of information technology knowledge and skills and development of the skills behavior adequately enough to perform tasks that requires information technology knowledge and skills. Satisfaction of information technology training was measured in terms of satisfaction with the overall training offered by computer labs of Suan Sunandha Rajabhat University.

Research Methodology

Since this is a qualitative research method, the process of research designed for this study included five important steps. The first step is to have the data collection process by using the in-depth interview and focus group. The second step is to perform the data analyzing by categorizing data into many different important parts. The third step is to perform data summarizing and making a preparation for discussion. The fourth step is to conduct a discussion by comparing with the findings of many other researches. The final step is to make a conclusion of the findings and provide some suggestions.

The qualitative method was chosen in order to find the answers and results of the research. Major objectives of this research were to survey and to investigate the level of satisfaction of students who received information technology training in computer labs in Suan Sunandha Rajabhat University and to search for the methods to ameliorate the level of satisfaction of these students. This was a research technique of qualitative research method by utilizing an in-depth interview and small focus group of targeted students. Moreover, a total of 20 students were randomly selected from those who were willing to participate and those who were both regular and heavy users of the computer labs for semester 2 of the year 2017. About 10 female students and 10 male students were selected from the pool of students who were willing to spend their time, answering the questions, and participating in the in-depth interview and small focus group.

Fig. 1 the Process of Qualitative Research



Findings

This research study aimed to study and report on the satisfaction of information technology training from a students who were the main users and heavy users of the computer labs in campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. An in-depth interview was conducted to develop an understanding of satisfaction of students who received information technology training. The results was positive for enjoyment, self-efficacy, and high level of overall satisfaction. From the small group discussion, there were little negative comments about the training in terms of knowledge, skills, and attitudes. Most of the comments were positive. Moreover, the trainees seemed to have little computer anxiety level, and they were confident to use computers for the training program and could enjoy the challenge of the training process. It was also evident that students had a strong background of computer knowledge by self-training at home with friends and family members. The majority of them had a positive mentality and attitude in learning and increasing their knowledge, skills, and attitudes during the training programs of information technology.

Moreover, the findings of this study unveiled that there were four important factors that had impacts on the level of satisfaction of students who received information technology training via using computer labs. The conclusion of the focus group discussion revealed that these important factors included quality of service, quality of information technology staff and trainers, quality of computer, software, internet, and facility, and quality of policy and management of computer labs. However, the report from focus group also showed positive results of the overall level of satisfaction of students who received information technology training via using computer labs at Suan Sunandha Rajabhat University was reported as having a high level of satisfaction.

Suggestions

The suggestion from this study to consider the model of enjoyment, self-efficacy, and satisfaction. This means that in order to ensure the high level of satisfaction from the trainees, the training program needs to be more entertaining with less or no stress. The fun in the training room allows the trainee to be able to ask questions and has less stress in openly participate with the training programs. The progress of the training often move very fast when the trainee having fun learning and fully participate in all activities in class which means the enhancement of self-efficacy and productivity of learning. Finally, the improvement of knowledge, skills, and attitudes will result in the high level of satisfaction. Trainees with high level of satisfaction often spread positive words of mouth about training to others which is the free and effective advertisement.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- Cited in Oliver H.M. Yau & Hanming You (1994). *Consumer Behavior in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.18
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality.
- Anderson, R. (1973). "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10(2), 38-44.
- Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the 119 Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality, p.47.
- Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.
- Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.

- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.

ASEAN CAMP AND PROCESS OF ENGLISH IMPROVEMENT

Miss Chintana Dumrongsuntithum & Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *chintana.du@ssru.ac.th, **kevin.wo@ssru.ac.th*

ABSTRACT

Thai students are now facing with both ASEAN level and globalization of competition level. English improvement is increasing significant for these students to have an employment both in domestic and international career. English improvement is one of the key success to have a career in ASEAN and globalization since English is becoming the working language in all domains of educational system. ASEAN camp was designed to as a free training for Suan Sunandha Rajabhat University students to have a great opportunity to learn about the important of ASEAN as well as to have a chance to improve their English skills. The objective of this study were to investigate students' English improvement as well as to offer ways to find the ways that students would continue their process at home after finishing the training at ASEAN camp.

This survey research study employed both quantitative and qualitative research technique in order to offer the findings and suggestions for the research questions and research objectives. A total of 80 students who were in the ASEAN camp trainings at the first quarter of the year 2017 was interviewed via English questionnaire. Data collection was conducted with questionnaire to elicit their data, opinions, and comments. About ten staff members who often be in ASEAN camp training was chosen for an in-depth interview to gain more information of how to improve both the process of training and the outcome of training. Statistical description and analysis were performed by using both SPSS program and Excel program. Percentage, mean, and standard deviation, t-test and ANOVA were used for data analysis and generated results. The findings of the study reveal some significant facts that there were remarkable English improvement of these students who participate in ASEAN Camp training. The English improvement skills include speaking, writing, and reading. The fast progress of their English improvement were due to five factors which included students' eagerness to learn, entertaining activities, high quality of trainers, proper format of small class learning, and positive social event. The suggestions from this study included there should be online training about vocabulary and reading offered to this students, there should be English materials for these student to learn more as self-study, and there should be a reunion of this students to measure their progress in online learning.

Keyword: ASEAN Camp, English Training, Self-Study, Progress of Learning

Introduction

Nowadays, it is very necessary as well as important for ASEAN member nations to find ways to reap the benefits of the ASEAN Economic Community (AEC). In fact, it becomes the number one priority of many government of ASEAN nations. In general, many government institutions that aims to produce high quality of human capital for Thailand need to be concerned that the majority of Thai citizens will fail to take advantages of this coming economic opportunity. Therefore, it is imperative to train their people in many educational fields and who are working and learning in many higher educational institutions such as management, professors, lecturers, students, and staff. The first group that needs to be train is the faculty members. This is because there are an important human capital that must be trained to take full advantage of English

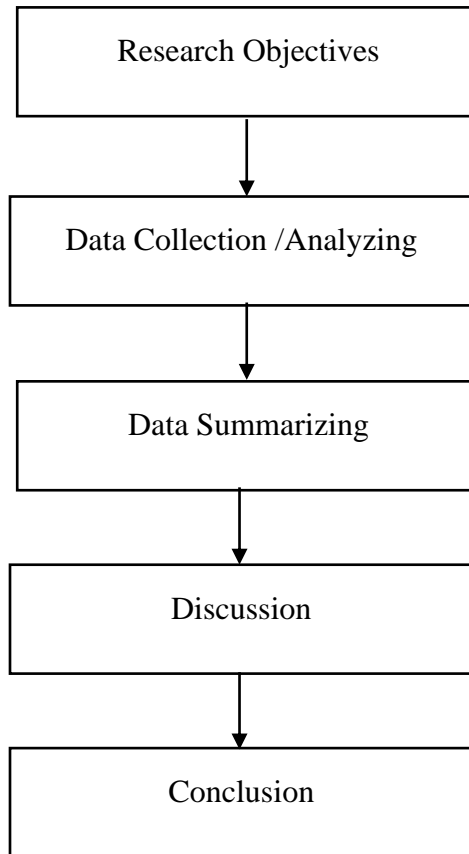
communication skills, then apply their knowledge to teach other groups such as students, staff, and, management and other university's stakeholders. Nowadays, Thailand need to be competitive and must be able to compete with many world class universities from many countries of ASEAN such as Singapore and Malaysia. However, the sad fact is that some of Thai students' ability in English communication skills, technology, and academic skills still lack behind many ASEAN nations. For instance, the findings from many researches reported that in terms of ability to use proper English for communication, Thailand had been ranked number 53 among the Asia countries which showed it clearly that Thailand education system was inefficiency and had a very low proficiency in English. Whereas, the top ASEAN countries such as Singapore and Malaysia had been ranked number 12 and 13 of the Asia countries. This is a sad fact that need to be reported to the public and that the Thai government needs to improve their modern national education plan in order to catch up with Singapore and Malaysia. This is why it is important Thailand and Thai students need to be trained hard in English communication skills in order to improve its new entity and new opportunity in ASEAN Economic Community.

Research Methodology

This study employed the most important way of survey research study by using a mixed method of both quantitative and qualitative research technique. In order to offer the findings and suggestions for the research questions and research objectives, the research framework was carefully designed. About 80 students who were in the ASEAN camp trainings at the first quarter of the year 2017 was selected for an interviewing by using English questionnaire. Data collection was conducted with questionnaire to elicit their information, perspective, opinions, and both positive and negative comments. Also, about ten staff members who often be in ASEAN camp training was chosen for an in-depth interview in order to obtain more information of how to improve both the process of training English communication skills and the outcome of English training programs. Statistical description and statistical analysis were used by both SPSS program and Excel program. Percentage, mean, and standard deviation, t-test and ANOVA were utilized for important data analysis and significantly generated results.

In order to search for the results of this study, the research framework was designed. First, is to set up proper research objectives. Second is to design research tool for data collection and use statistical program for data analyzing. Third, is to perform data summarizing to get the proper findings and explanation of the findings. Fourth, is to have a discussion the findings of this study and compared with the findings of other studies. Finally, is to make a conclusion and present the findings to others who are interested in this kind of study.

Fig. 1 Research Framework



Findings

In order to find the answers of research questions, this research study employed both powerful methods of quantitative and qualitative research technique in order to ensure the comprehensive findings and suggestions. A total of 80 students who were in the ASEAN camp trainings at the first quarter of the year 2017 was interviewed via English questionnaire. Data collection was conducted with questionnaire to elicit their data, opinions, and comments. About ten staff members who often be in ASEAN camp training was chosen for an in-depth interview to gain more information of how to improve both the process of training and the outcome of training. Statistical description and analysis were performed by using both SPSS program and Excel program. Percentage, mean, and standard deviation, t-test and ANOVA were used for data analysis and generated results. The findings of the study reveal some significant facts that there were remarkable English improvement of these students who participate in ASEAN Camp training. The English improvement skills include speaking, writing, and reading. The fast progress of their English improvement were due to five factors which included students' eagerness to learn, entertaining activities, high quality of trainers, proper format of small class learning, and positive social event. The suggestions from this study included there should be online training about

vocabulary and reading offered to this students, there should be English materials for these student to learn more as self-study, and there should be a reunion of this students to measure their progress in online learning.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

EMPLOYEES AND WORKING CONDITIONS

Mrs. Hatthayarak Aimsrikul & Miss Narumon Chomchom

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *hatthayarak.ai@ssru.ac.th, **narumon.ch@ssru.ac.th*

ABSTRACT

Working conditions of university employees covered a broad range of topic from working time, remuneration, management, policy, and physical conditions of the work place. The link between working conditions and satisfaction of employees is vital to the success of business organization in the modern world. It is important to understand that link between employees' high satisfaction in working conditions would have positive relationship with their high productivity, willing to serve customers with high service quality, and the level of happiness in the workplace. The purposes of this study were to investigate the university employees' level of satisfaction from working conditions as well as to investigate the relationship between university employees' level of satisfaction from working conditions and three variables which were high productivity, willingness to serve customers with high service quality, and the level of happiness.

This study was both a qualitative and a quantitative research study which was conducted by interviewing with 100 university employees who were the regular employees and who were affected by the management and policy of the office and working conditions. A total of 10 management level was selected for an in-depth interviewed in order to gain more insightful information. Statistical descriptive and analysis was performed by using SPSS program and LISREL. Frequency, percentage, mean, and standard deviation and t-test were used for data analysis and generated findings for this study. The result of this investigation revealed that the majority of university employees had rated that they had a very high level of satisfaction on working conditions with an overall mean of 4.69 and S.D. The list of high level of satisfaction included the modernization of office, cleanliness of the office, above market remuneration, flexible workings, and quality of trainings. From the in-depth interview revealed that most employees love and had high loyalty to the university and willing to work hard to improve their productivity, to provide better services, and to be happy in every day of working hours.

Keyword: Productivity, Working Conditions, Level of Satisfaction, Happiness

Introduction

Working conditions is important to the needs and wants of employees. Therefore, employees' level of satisfaction or job satisfaction depends heavily on the happiness of working conditions. In general working conditions cover abroad range of topics and issues. From working time, work schedules, office equipment, office environment, remuneration, and the relationship within the office, office culture, and level of communication in the office and workplace, and so forth. In other words, working conditions of in the campus of Suan Sunandha Rajabhat University refers to the working environment as well as all exiting circumstances affecting the employees in the workplace such as job hours, communication, relationship, policy, management, cultural, physical aspects, legal right, responsibility. What working conditions is important and vital to both employees and employers. This is because both employees and employers are affected by working conditions both positively and negatively in the areas of job satisfaction, health, safety, and

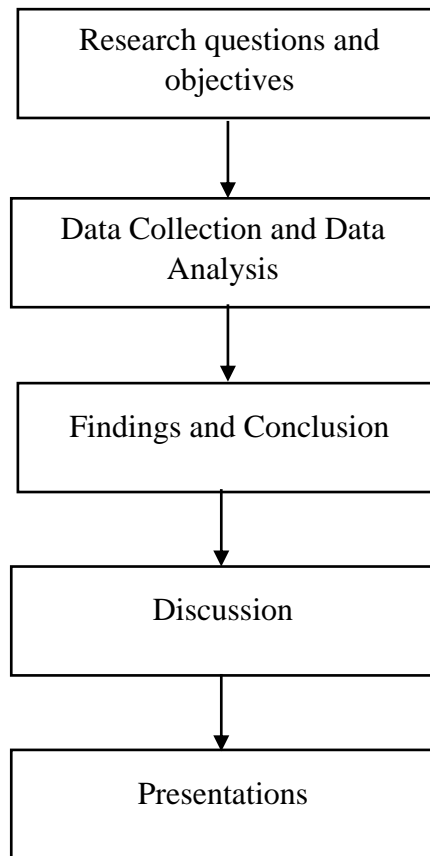
working happiness and productivity. Poor and unhappy working conditions could damage your health and safety and put employees at risk of physical danger and put the organization in high risk of health costs and other major related costs. In fact, all employers are required by laws to ensure legal responsibility in terms good and safe working conditions for its employees. Whenever employees are injured at the workplace, they must be able to get compensation for their injury from the employers. However, in campus at Suan Sunandha Rajabhat University, there is not a problem of health and safety. The major question is how to design the best working conditions to ensure high productivity, high standard of environment, and high level of satisfaction at a reasonable costs. This is because job satisfaction can affect work quality and quantity each day and it can affect the long term behavior of employees.

Working conditions of Suan Sunandha Rajabhat University for their employees cover a broad range of topics from working times, remuneration, environment, management, policy, and physical conditions of the work place. Positive or negative results can be the effected of working conditions. The link between working conditions and level of satisfaction of employees is vital to the success and long term profitability of business organization in the modern world. It is necessary to understand that links between employees' high satisfaction in working conditions would have been a positive relationship with results in high productivity, willing to serve customers with high service quality, and the high level of happiness in the workplace. Therefore, the researcher is interested in study working conditions in Suan Sunandha Rajabhat University, Bangkok, Thailand.

Research Methodology

The major purposes of this research study were to both examine and to investigate the university employees' level of satisfaction from working conditions as well as to examine investigate the relationship between university employees' level of satisfaction from working conditions and three vital variables which including high productivity, willingness to serve customers with high service quality, and the level of happiness. In order to obtain the results of this study, the research study was conducted with both a qualitative and a quantitative research method, which was conducted by interviewing with 100 university employees who were the regular employees in the main campus and who were directly and indirectly affected by the management and policy of the office and working conditions. In addition, a total of 10 management level was selected randomly for an in-depth interviewed in order to gain more insightful information, opinions, and comments. Statistical descriptive and analysis was performed by using two statistical programs in the market: SPSS program and LISREL. For data analysis, frequency, percentage, mean, and standard deviation and t-test were used for data analysis and generated findings for this study. The research framework is shown in figure 1. The first step is to prepare research questions and research objectives. The second step is to use the research tools and statistical programs to perform data collection and data analyzing. The third step is to sum up the findings and conclusion and plan to be discussed. The fourth step is to have a discussion the findings if it concurred with other findings of different research or not and why? The final step is to prepare the presentation of the finding of the research community and get feedback for the future research.

Fig. 1 the Framework of Research



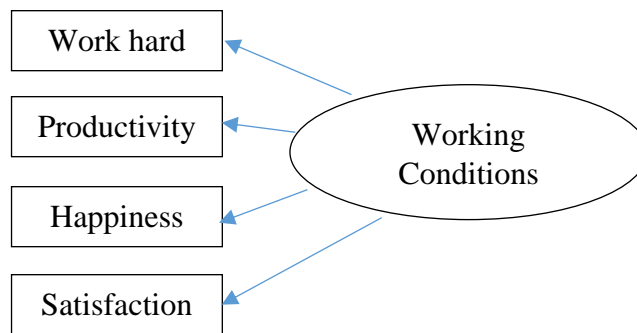
Findings

From both quantitative and qualitative method, the result of the study is positive and confirm that the three factors of willing to work hard, high and improve productivity, and level of happiness are directly and positively link to working conditions. From table 1, factor of work hard with good working conditions was 3.98, factor of productivity with good working condition was 4.32, factor of happiness with good working conditions was 4.49, and finally factor of satisfaction with good working conditions was 4.69 which is the highest mean. The result of this investigation revealed that the majority of university employees had rated that they had a very high level of satisfaction on working conditions with an overall mean of 4.69 and S.D of 0.9263. The list of high level of satisfaction included the modernization of office, cleanliness of the office, above market remuneration, flexible workings, and quality of trainings. From the in-depth interview revealed that most employees love and had high loyalty to the university and willing to work hard to improve their productivity, to provide better services, and to be happy in every day of working hours.

TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>
<i>Factors</i>		
1. Work hard	3.98	.7859
2. Productivity	4.32	.7230
3. Happiness	4.49	.6350
4. Satisfaction	4.69	.9263

Fig. 1. Working Conditions and Its Impacts



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. ScientificEconomic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. ScientificEconomic Journal. No 1 (175) 2016.

- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. ScientificEconomic Journal. No 6 (180) 2016.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Petrick J.F. (2004). 'The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions', *Journal of Travel Research*, 42 (4), pp. 397-407, Sage Publications.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.
- Festinger, L. (1957). *A Theory of Cognitive Dissonance*. Stanford, CA: Stanford University Press.
- Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.19.
- Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant Quarterly*, 40 (1) pp. 40-46, Sage Publications. p.42.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- employees, customers, and financial performance. *International Journal of Quality & Reliability Management*, 21(9): pp.908-926.
- Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

THE ANALYSIS OF BIG CLASS AND SMALL CLASS OF TRAINING PROGRAMS

Mr. Jarunpan Sahanawin and Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *jarunpan.sa@ssru.ac.th, **sirilak.ke@ssru.ac.th*

ABSTRACT

The higher education system in Thailand needs to revitalize the analysis of both big class and small class. In general, the small class is often considered better for students, however, it is done with higher cost to the management of the university. However, with the modern technology, the big class may not be ineffective of teaching and learning. In fact, there are pros and cons of big class and small class training programs or regular classes in a typical university. The main focuses of this study were to provide the analysis of both pros and cons of big class and small class of training programs from the perspectives of academicians and higher education policy makers, and professors in various universities as well as to provide some important suggestions. This was a qualitative research method which aimed to obtain the results of an in-depth interview from three different perspectives namely: students, professor, and higher education policy makers. Each group would consist of 10 persons and each group would participate in a small focus group to explain their insight information and valuable comments. Contextual description analysis was utilized to provide the findings for this study. Both primary and secondary information are significant for the analysis. The finding of the study included there were different pros and cons for both big class and small class. However, the effectiveness of big class or small class depended on the specific objective of the training programs. It is an acceptable fact that modern technology helps to save costs of training programs with mass audiences.

Keyword: Big Class, Small Class, Training Programs, Effectiveness

Introduction

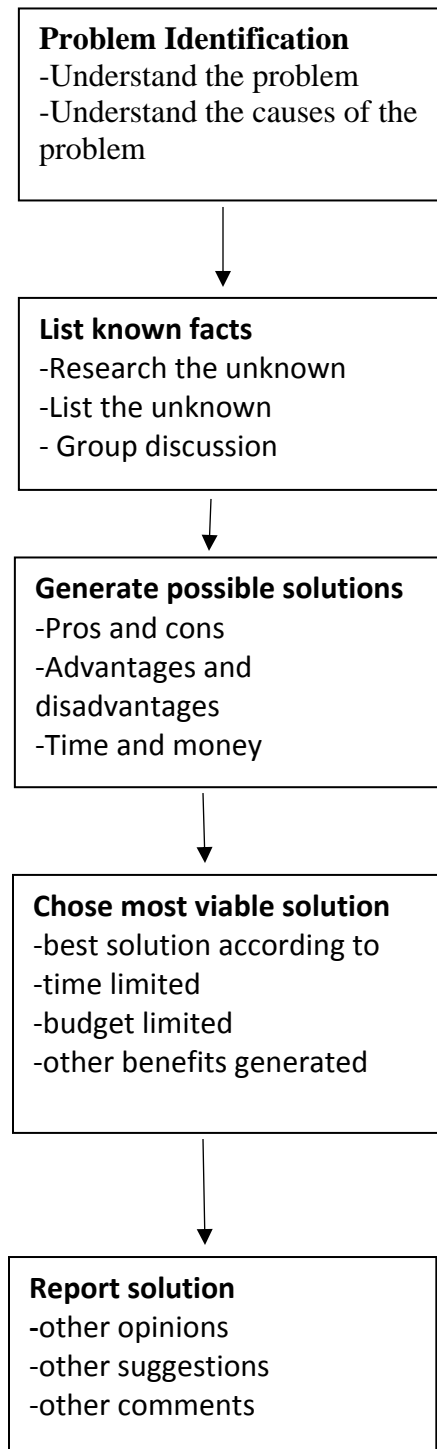
Training activity and method of learning management can be a key success for academic excellence of many modern learning organizations of a country. In order to be successful in the modern world competitiveness. Learning methods require strengths in both students and faculty members in both big class and small class. Learning objectives must be based on the new learning techniques are distinguished by their success. Both small class and big class has its own advantages and disadvantages and it is very important to integrate with active learning that must be used to offset the old lecture in classroom. New learning may provide many kinds of benefits to individual student, groups of students, organizations, and faculty members. In the modern day the quality standard of higher education must be improved very fast since there are new techniques of assessment and new learning technologies, as well as modern information technology for learning improvement. It is imperative that many universities in Thailand improve their method of teaching and learning. The passive learning method has gained less support from many intellectuals as well as educational policy makers, higher education experts, and ministry of education. Active learning method in both small and big class is an good alternative to the teacher-led classroom and has been introduced to many Rajabhat universities in recent years and has gained the momentum as one the popular method to get their students to actively participate to solve problem on hands and willing to search new knowledge on their own way or as a group rather than sitting old way of learning in the classroom for their teachers and professors to provide the knowledge for them. The benefit of

active learning comes from the fact that the teacher is not center of the classroom but the students are playing the role of problem solvers by using the real-world problems which capture students' interest and provoke serious thinking as the students acquire and apply new knowledge to solve these problems. Active learning can apply to both small and big class.

Research Methodology

In addition, the aim of this study was to examine the success of the implementation of active learning with students of Suan Sunandra Rajabhat University and to assess the performance and level of satisfaction of these students who participated in project. The main purposes of this study were to provide the analysis of both pros and cons of using active learning in big class and small class of training programs from the perspectives of academicians and higher education policy makers, and professors in various universities as well as to provide some important suggestions. This was a qualitative research method which aimed to obtain the results of an in-depth interview from three different perspectives namely: students, professor, and higher education policy makers. Each group would consist of 10 persons and each group would participate in a small focus group to explain their insight information and valuable comments. Contextual description analysis was utilized to provide the findings for this study. Both primary and secondary information are significant for the analysis.

Fig. 1. Research Process



Findings

The finding of the study included there were different pros and cons for both big class and small class. However, the effectiveness of big class or small class depended on the specific objective of the training programs. It is an acceptable fact that modern technology helps to save costs of training programs with mass audiences. The benefit of active learning in both small and big class has been accepted among educational community for many decades. However, the practice of learning by using active learning is limited in Thailand. This teaching method is an active approach that shifts the role of students to be center of the classroom and the focus is not to get the knowledge from the expert in classroom which used to be the teacher but to find out and report to their group and their class. The key to success is to design a problem that is not too hard or too easy in the eyes of students. In this way, a meaningful problem leads to the purpose of education and allow students to be more creative in their answers. Problem-based learning is active learning while old fashion lecture-based learning is passive learning. Many researches used active learning with calculus students and report that there were positive results attitude of learning and enjoyment in learning from group study and interaction of group members Others used active learning as a project of group study and confirmed that students became interested in their self-learning and actively searching for new knowledge and enjoying their contributing new information to the group and enjoying the role of leader of the group.

Limitations

The main limitation of this paper came from a small sample size which may not represent all other students. Also, future studies should cover not only the level of satisfaction but also the reasons that respondent were satisfied or were not satisfied. An in-depth interview may be useful for a small sample size to get a deeper understanding of the implementation.

Acknowledgment

The author would like to thank Research and Development Institute, Suan Sunandha Rajabhat University for funding and supporting of this research. The author also would like to thank Dr. Kevin Wongleedee, Director of ILPC for proof reading this research paper.

References

- Kotler, P. (2012). "Marketing Management" - Millennium Edition. New Jersey: Prentice Hall.
National Education Report of 2011.
- Manahan, S. W. (2002). "Development spelling: a qualitative inquiry into classroom practice, Dissertation. November.
- Ramey, C. (1997). The effect of Project-based learning on the achievement and attitudes of calculus students," Dissertation.
- Hildinger, C.C. (1977). "A qualitative study: student production of multimedia projects in high school." Dissertation.

- Yamane, T. (1973). "Statistics: An introductory analysis," 3rd edition, New York, Harper and Row.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways

ENGLISH IMPROVEMENT OF FACULTY MEMBERS

Miss Jeeranan Wueamprakhon & Miss. Narumon Chomchom

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: Jeeranan.wu@ssru.ac.th and naurumon.ch@ssru.ac.th

ABSTRACT

The exigencies of globalization and ASEAN Economic Community confirm the importance of English as a business language as well as academic and research language. Most of Thai universities expect the faculty members to improve their English skills as one of an important agenda. Faculty members of Suan Sunandha Rajabhat University are required to take a test and participate in an English training program. The objectives of this research were to investigate the level of English skill improvement from the faculty members of Suan Sunandha Rajabhat University and what could be the guidelines to empower faculty members to improve their English skills to the higher level. This survey was a mixed research method of both quantitative and qualitative research study. By using quantitative method, the researcher conducted an interview with 200 faculty members who were the main users of English training programs. Statistical analysis of this research was performed by utilizing SPSS program. Percentage, mean, and standard deviation were used for generated proper findings. The result of this investigation revealed that the majority of faculty members had a very high level of improvement on their English skills. The total score of means showed that the improvement of skills can be ranked as grammar and structural skill, comprehension and reading skills, and vocabulary skills. However, the three skills that still need a big improvement were speaking skill, conversation skills, and writing skills.

Keywords: English Improvement, Faculty Members, English Skills, Training Programs

Introduction

One of the most important keys of success for both students and faculty members is the ability in English. The English Training is one of the most important ways to properly prepared to enter modern world. ASEAN Economic Community (AEC) is very important for all member nations to achieve its total objectives. Therefore, it is imperative to training human capital to be able to reap the benefit of ASEAN community. Higher educational institutions are very concerned that the faculty members of many universities of Thailand will not fully take advantages of this vital educational opportunity. These faculty members are a vital human capital that must be trained in order to train other people such as staff and students to take full advantage of the coming AEC. English communication is important for Thai students and Thai faculty members. However, E-Learning is also an important technology of learning to be implemented to Thailand in order to enjoy the success fruits of new economic of ASEAN community.

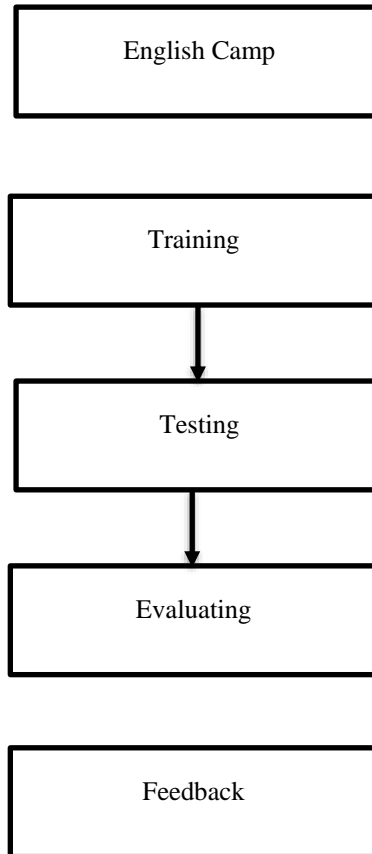
It is both vital and necessary to understand the logic leaning improvement. From this mindset, it should be aware that Thailand needs to improve the quality of education and the ability to understand English learning to catch up with ASEAN neighbor nations. The improvement of training methods of knowledge of English learning technology will help Thai faculty members to enter the ASEAN market in the near future successfully and fruitfully. Many campuses and higher

education organizations were assigned to set up the English training camps to train both faculty members to understand about English communication skills and to be able to take advantage of the single economic and big market in the near future. There are many benefits of implement English learning, For instance, it can be more cost and time effective to deliver to a big size classroom than traditional based classroom training.

Research Methodology

This survey was a mixed research method of both quantitative and qualitative research study. By using quantitative method, the researcher conducted an interview with 200 faculty members who were the main users of English training programs. Statistical analysis of this research was performed by utilizing SPSS program. Percentage, mean, and standard deviation were used for generated proper findings. In order to find the answers, the aims of this study which was to investigate the level of satisfaction of faculty and staff member from enrolling and participating in the ASEAN camp. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [5]. Since there were limited numbers of respondents, the number 200 was chosen. The data collation was done via an English questionnaire to elicit respondents' opinion. There are three parts of questionnaire. Part one is about the demographic information. Part two is about level of satisfaction in each activities and part three allows respondents to provide opinion, comment, and suggestions. The validity of each question in the questionnaire was tested using Item-Objective Congruency or IOC index [6]. Also, 15 respondents were used as a pilot study in order to find ways to improve each question and to get the result.

Training at English Camp



Findings

The aims of the finding section in this research paper were to report sample characteristics and the main results of the data analysis used to answer the four research questions as well as the level of satisfaction from participating in the English camp. The sample group was 200 respondents. A demographic profile indicated that more female than male respondents were sampled with the ratio of 51:49. The female respondents made up 51 percent of the sample population and the male respondents made up 49 percent. The result of this investigation revealed that the majority of faculty members had a very high level of improvement on their English skills. The total score of means showed that the improvement of skills can be ranked as grammar and structural skill, comprehension and reading skills, and vocabulary skills. However, the three skills that still need a big improvement were speaking skill, conversation skills, and writing skills.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation

goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Torres, E. and Kline, S. (2013). From customer satisfaction to customer delight. *International Journal of Contemporary Hospitality Management*, 25(5), pp.642-659.
- Zeithaml, Bitner, M., Gremler, D. and A, V. (2006). *Services Marketing: Integrating Customer Focus across the Firm*. 4th ed. Singapore: McGraw-Hill, pp.117, 119.
- Zeithaml, V., Parasuraman, A. and Berry, L. (1990). *Delivering quality service*. New York: Press.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating,*

- conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Rasport. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116
- Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

FACTORS OF SUCCESS OF DEPARTMENT MANAGEMENT

Mrs. Juneerut Jannit & Asst. Prof. Dr. Chutikarn Sriviboon

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: juneerut.ja@ssru.ac.th

ABSTRACT

Department management in Thailand is often under the supervisor or director. The factors of success of department, therefore, can be implemented by supervisors or directors. It is vital for supervisors and directors to comprehend the understanding of modern factors of success of department management. The purpose of this research was to identify factors of success of department management in many departments and various organizations from the perspectives of supervisors or directors as well as from the perspectives of employees. This study was conducted by utilizing mainly with quantitative research method. A total of 50 supervisors and directors of department was interviewed by using questionnaire. In addition, a total of 100 employees was also interviewed by the same set of questionnaire. SPSS statistics program was used to generate data analysis. Percentage, mean, and standard deviation were used as statistical analysis. The findings revealed that, from the perspectives of supervisors and directors, communication factor, teamwork factor, and leadership factor were the top three important factors. However, from the perspectives of employees, reward factor, communication factor, and working condition factors were the top three important factors. In addition, both management level and employee level agreed that communication should be two-ways and allow both sides to have timely information.

Keywords: Factors of Success, Department Management, Communication, Leadership

Introduction

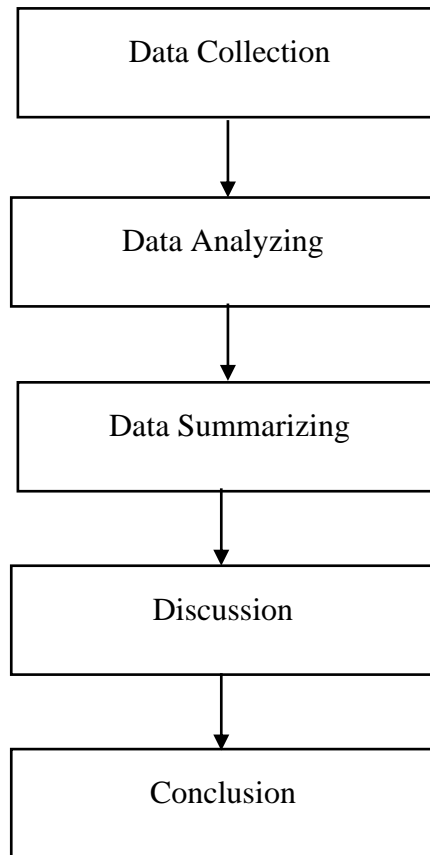
Success is an important for any department. The more important question is how to measure success and achievement of departments. The fact is that there is no single way to measure success or achievement. One of the most important way is to stick with the objectives. If we can achieve objective, then we can have achievement. Indeed, objective criteria needs to be spell out clearly and understandably by all members of the department. It prompt employees to make a comparison between each other. Many employees can prioritize their aspect of works to achieve the company goals as well as their personal goals. In order to achieve the department's or company's goals, it is vital for employees to consider what it is that they need to accomplish by starting with these important questions. What is the most important goals for the company? What do you think or what are the factors that makes a successful department? Is there any factor that you admire and want to emulate to be successful both in work and in life? How much each employee are willing to commit to achieving the department's goals and company's goals? In order words, to be successful, the department and its supervisor need to discover a real and important factors of success and embedded within each employee and its department. The department needs the balance of these factors of success. Different department may have different factors of success. Each employee needs to have clear ideas and clear goals about what the company or the department expect from them now and in the future.

Most of organization dream of a magic bullet that will make their organization more organized, more productive, and more successful. However, if they can discover factors of success that really work for them, these factors of success could end up be their magic bullet. The next step is to find the best way or the most effective way to implement these factors of success in the organization. For example, be optimistic or stay positive is one of the best factors of success that may need to be implement in the department. This is because an employee or management level about optimistic mindset will ensure an abundance of energy and being more creative which in turn will bring the company or department constructive results. If ingrained in the organization and positive thinking is the important company or department culture, this positively will give the company or department the tenacity to pass any severity to triumph over any obstacles the company may encounter.

Research Methodology

In order to search for the answers of this study. Five important steps was conducted. These important step include data collection, data analyzing, data summarizing, discussion and summary. This study of factors of success of department management was conducted by using mainly the quantitative research method. There were two groups of samples. The first group was 50 supervisors and directors of department was interviewed by using questionnaire and the second group was 100 employees was also interviewed by the same set of questionnaire. SPSS statistics program was used to generate data analysis. Percentage, mean, and standard deviation were used as statistical analysis and in order to generate results.

Fig. 1 the Process of Research



Findings

The findings from table 1, shows the level of importance of each factor of success from the perspective of management. The findings was from the data collection of the survey of 50 supervisors and directors of department was interviewed by using Likert five scales questionnaire. The respondents from management group had rated “Factor of Communication” as number one with a mean of 4.24 and standard deviation of .5799. The respondents had rated “Factor of Teamwork” as number two with a mean of 4.12 and standard deviation of .9960. The respondents had rated “Factor of Leadership” as number three with a mean of 3.89 and standard deviation of .7750. The respondents had rated “Factor of Rewards” as number four with a mean of 3.78 and standard deviation of .8963. The respondents had rated “Factor of Working Conditions” as number five with a mean of 3.46 and standard deviation of .7594. Finally, the respondents from management group had rated the overall importance of factors of success with a mean of 3.89 and standard deviation of 0.8013.

TABLE I
LEVEL OF IMPORTANCE FROM THE PERSPECTIVE OF MANAGEMENT

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Factor of Communication	4.24	.5799	1
2. Factor of Teamwork	4.12	.9960	2
3. Factor of Leadership	3.89	.7750	3
4. Factor of Rewards	3.78	.8963	4
5. Factor of Working Conditions	3.46	.7594	5
Overall	3.89	.8013	

The findings from table 2, shows the level of importance of each factor of success from the perspective of staff. The findings was from the data collection of the survey of 100 staff members of department was interviewed by using Likert five scales questionnaire. The respondents from management group had rated “Factor of Reward” as number one with a mean of 3.98 and standard deviation of .7775. The respondents had rated “Factor of Communication” as number two with a mean of 3.82 and standard deviation of .9960. The respondents had rated “Factor of Leadership” as number three with a mean of 3.89 and standard deviation of .6730. The respondents had rated “Factor of Working Conditions” as number four with a mean of 3.67 and standard deviation of .9750. The respondents had rated “Factor of Leadership” as number five with a mean of 3.36 and standard deviation of .7377. Finally, the respondents from staff member group had rated the overall importance of factors of success with a mean of 3.65 and standard deviation of 0.8350.

TABLE II
LEVEL OF IMPORTANCE FROM THE PERSPECTIVE OF STAFF

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Factor of Rewards	3.98	.7775	1
2. Factor of Communication	3.82	.6730	2
3. Factor of Working Conditions	3.65	.9750	3
4. Factor of Teamwork	3.48	.9873	4
5. Factor of Leadership	3.36	.7377	5
Overall	3.65	.8350	

Conclusion

The findings revealed that differences groups have different perspectives and different opinions about the factors of success of department management. From the perspectives of supervisors and directors, communication factor, teamwork factor, and leadership factor were the top three important factors. However, from the perspectives of employees, reward factor, communication factor, and working condition factors were the top three important factors. In addition, both management level and employee level agreed that communication should be two-ways and allow both sides to have timely information.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.
- Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117

STUDENTS' SATISFACTION IN TRAINING OF INFORMATION TECHNOLOGY

Miss Jutarat Sothornchit and Asst. Prof. Chaithanaskorn Phawitpiriyakliti

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *jutarat.so@ssru.ac.th, **chaithanaskorn.ph@ssru.ac.th*

ABSTRACT

Customer is the king. In campus, students can be considered as the most important customers. In fact, the training of information technology is both necessary and vital to students. The word students' satisfaction which is based on their direct experiences on a particular services encounter. It can be thought as the overall evaluation of service experience of students based on their experience of receiving training specifically to enhance their information technology skills. In fact, student satisfaction of using computer labs is an evaluation of their expectation and experience which can be positive or negative based on individual interpretation. The aim of the research was on the insight information offered by students who had been training with university IT groups. The objectives of this research were to survey the level of satisfaction of students who received information technology training with IT group in Suan Sunandha Rajabhat University and to offer the methods to ameliorate the level of satisfaction of these students in the near future.

This study used a qualitative research method by utilizing an in-depth interview and small focus group of target students. A total of 12 students who were in the training programs of the computer labs for semester 1 of the year 2018. A proportion of 6 female students and 6 male students were chosen from the pool of students who had time to participate in the in-depth interview. The results of this study revealed that there were four important factors that had impacts on satisfaction of students who received information technology training with IT groups. These factors included the price of training, quality of materials of teaching, quality of computer, software, and the method of measurements. However, the overall level of satisfaction of students who received information technology training with IT groups at Suan Sunandha Rajabhat University was rated with high level of satisfaction. Gender of students had no effects on their satisfaction. In other words, no gender bias.

Keyword: Satisfaction, Information Technology, Gender Bias, Training, University

Introduction

Nowadays it is important to view students in campus as value customers and aims to provide service with a high standard of quality to them. One of the trainings from provided from computer labs, Suan Sunandha Rajabhat University is about information technology training. The training is about basic computer using and necessary software using such as Microsoft programs – Excel, Words, and PowerPoint Presentation. Students needs to have these basic skills in order to use for the academic assignments and class projects. In fact, training in information technology is associated with several benefits for students including ability to perform most academic assignments and class projects. Training opportunity play a prominent role in the students' improvement in their ability to use information technology in academic work and in their future career work. However, training might be timer consuming for students and struggle with undertaking given. However, many studies revealed that the long hours of training will benefits most of students in the future. More importantly, proper training assessment is required for the computer labs. Training assessment is an essential evaluation for students to ensure they have certain ability of information technology knowledge, skill, and attitude for performance accurately. The assessment is one best way to guarantee high standard of quality of training of the computer labs of Suan Sunandha Rajabhat University. An efficient training program and assessment is crucial step design a training program, substantially impacts the overall effective training program

that would lead to high satisfaction of trainers. The level of satisfaction from students is important for the office of computer labs to be used as the measurement for improvement in the future. In fact, greater satisfaction from students implies good services provided by the computer labs of the university. Therefore, it is imperative for computer labs of the university to put forth much effort into implementing effective training techniques with high standard of services. An in-depth interview with students who were in training program will help to elicit insight information, comments, and problems and suggestions from students directly. The method can be designed to determine if training method is proper to provide students with understanding and with high standard of service quality impacted training satisfaction or not and what could be the areas that need to be improve immediately.

Research Methodology

In order to find the answers for research questions and research objectives, it is important to get the feedback from students who were in the training programs at the computer labs, Suan Sunandha Rajabht Univeristy. In fact, students' level of satisfaction from the training of information technology at the computer labs is an evaluation of their expectation and experience which can be positive or negative based on individual interpretation. It is important to get real feedback both positive and negative comments to find ways for improvement in the future. The major focus of the research was on the insight information offered by students who had been rigorously training with university IT groups. The objectives of this study were to perform a survey of the level of satisfaction of students who received information technology training with IT group in the computer labs, Suan Sunandha Rajabhat University and more importantly to offer the methods to ameliorate the level of satisfaction of these students in the near future. This study was performed by using a qualitative research method and by utilizing an in-depth interview and small focus group of target students who were the main users and heavily users of computer labs during the training program. A total of 12 students was selected by those who were in the training programs of the computer labs for semester 1 of the year 2018 and willing to provide detailed information and comments. In addition, a proportion of 6 female students and 6 male students were chosen from the pool of students who had time to participate in the in-depth interview and small focus group.

Findings

The results of this study revealed that there were four important factors that had impacts on satisfaction of students who received information technology training with IT groups. These factors included the price of training, quality of materials of teaching, quality of computer, software, and the method of measurements. The price of training is offered with the lowest price always and many of the university trainings are free or without charges. The quality of material of teaching was always new, modern, and up-to-date. The quality of computer and software are outstanding. The university spent a large amount of budget to provide the new computer set for its students. Finally, the method of measurement and assessment is fair and without bias. Therefore, the overall level of satisfaction of students who received information technology training with IT groups at Suan Sunandha Rajabhat University was rated with high level of satisfaction. Gender of students had no effects on their satisfaction. In other words, no gender bias. From the information

of focus group, the students reported high level of satisfaction in the overall service quality of training program and high standard of knowledge received from the training. However, training for the staff is still required for employees at the computer labs of Suan Sunandha Rajabhat University to ensure that can perform well in the future training program and to the quick change in the modern globalization. If they can perform their duty effectively, a major step is to improve their knowledge of new information technology as well as new ways to provide service effectively to increase the highest level of satisfaction from students. One of the best way to maintain high level of satisfaction from students is to have an online monitor that should be served continuously. If there is any problem, it should be corrected immediately.

Suggestions

Even though the students from the training program have rated the high level of satisfaction, there are some room for improvement for future training. It is important to improve the training evaluation which is a primary decision that really must be done properly when assessing the effective of training. In general, the training evaluation is a difficult and complex task. It requires the teamwork and collaboration of computer labs and perform the evaluation fair, without bias, and systematically. In determining the effectiveness and the success of training program, assessment need to be designed for assessing the degree of variety in terms of knowledge, skill, and attitude of trainees. In the end, it is also important to survey their level of satisfaction of the overall training programs.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality. p.47. Ibid.p.47.
- Reimer A. & Kuehn R. (2005). 'The impact of servicescape on quality perception', *European Journal of Marketing*, 39 (7/8). 785-808, Emerald Group Publishing Limited. [Online]. DOI: 10.1108/03090560510601761 (Accessed: 12.05.2010)
- Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant Quarterly*, 40 (1) pp. 40-46, Sage Publications. p.42.
- Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Quality. p.47.
- Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management*, 21(9): pp.908-926.
- Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring consumer Perceptions of Service Quality," *Journal of Retailing*, Vol.64, No.1, 12-40.

- Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.
- Barsky, J.D. (1992). Customer Satisfaction in the Hotel Industry: Meaning and Measurement. *Hospitality Research Journal*, 16(1): pp.51-73.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.2.122 Ibid.p.2.
- Schall, M. (2003). Best Practices in the Assessment of Hotel-guest attitudes. *The Cornell Hotel and Restaurant Administration Quarterly*. April: pp. 51-65.
- Mohsin Asad; Ryan Chris (2005). "Service Quality Assessment of 4-staf hotels in Darwin, Northern Territory, Australia. (Buyers Guide)", *Journal of Hospitality and Tourism management*, April 01, 2005.
- Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15, 3, p.261.
- Rooma Roshnee Ramsaran-Fowdar (2007), "Developing a Service Quality Questionnaire for the Hotel Industry in Mauritius", *Journal of Vacation Marketing*; Jan. 2007, Vol.13, No.1, p.21.

STRATEGIC MANAGEMENT PLAN: A CASE OF SMALL BUSINESS

Asst. Prof. Dr. Kevin Wongleedee

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *kevin.wo@ssru.ac.th*

ABSTRACT

In fact, strategic management, in a large perspective, was developed mainly for large organizations because of its complexity. However, the majority of business which are the driving force of economy in Thailand are small businesses. Moreover, the government also have a national plan to promote the growth and the success of small business and small firms. Therefore, it is imperative to consider strategic management in a small scale and in the limited application for small business and small firms. The aims of this research were to understand the concepts and scope of strategic management for small business and small firms as well as to offer a suggestions for a sustainable growth for small business and small firms.

In order to find the answers for this research objectives, a qualitative research study was conducted which was done by using an in-depth interviewing with 12 informants. Six of them were the managers of small business and another six of them were academic and policy makers who involved with the work of small business and government policy. Participants were asked to provide information on strategic growth and success for small business, demographic information, their comments and opinions of strategic growth and success for small business. Contextual analysis and both primary data and secondary data from focus group and findings of many researches were used for data analysis and generated findings. The result of this study revealed that the strategic growth and success of small business include key success indicators of each type of small business. However, key success indicators often related to the characteristic traits of the owner or entrepreneurship of small business. The key success indicators included leadership, communication skills, risk-taking, people skills, and hard working. In addition, the strategic management plan must be built on an organization's unique purposes.

Keyword: Small Business, Strategic Management, Key Success Indicators, Policy

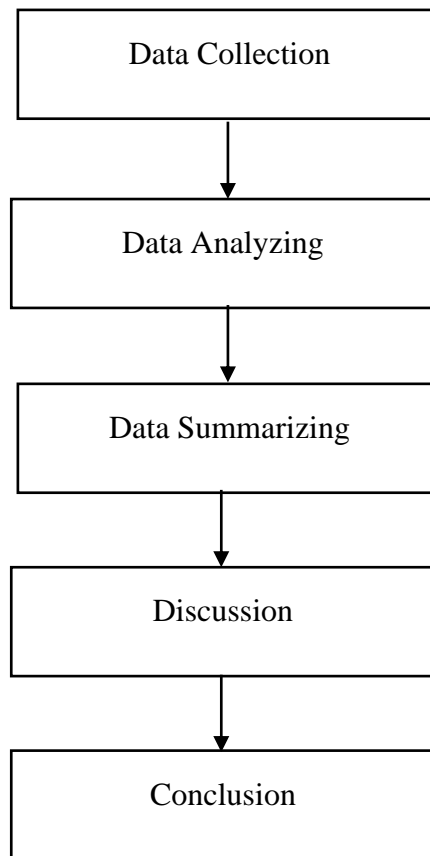
Introduction

For many decades, small business is a very important part of Thai economy. Most of many managers have been learning to play by its set of rules. Small business must be flexible to respond rapidly to competitive and high speed of market changes. They need to benchmark regularly to achieve best practice. For small business nurture, only a few core competencies to stay ahead of its rivals. But the fact is that small business competition, rivals often can copy any products and services easily. Therefore, any competitive advantage the small business may have will be temporary. Moreover, small business in the modern world of business needs to be lean and be able to move and change as quickly as possible. Small business in Thailand have been known for high rate of failures. The problem of failure means there may be the real need for proper strategic management plan. In the past, operational effectiveness and leadership of entrepreneurship is often enough for their success. Nowadays in the highly competitive world of business, small business competes with not only domestic competitors but also regional and international competitors. Small business needs to quest for productivity, quality, and speed. Michael E. Porter (2011) explained that operational effectiveness is necessary but not sufficient.

Research Methodology

In order to offer the vital answers for this research, the use of a qualitative research study was utilized. The study was conducted by using an in-depth interviewing with 12 important informants who were the experts in this areas with a long experience. In fact, six of them were the selected from a pool of managers of small business while another six of them were selected from a pool of academics and policy makers who were involved with the work of small business, growth if economy, and government economic and business policy. Participants of this study were asked to provide information, comments, and their views on strategic growth and success for small business, demographic information, their comments and opinions of strategic growth and success for small business. Also, contextual analysis and both primary data and secondary data from focus group, concepts, and ideas of many researches were used for data analysis and generated findings.

Fig. 1 Research Framework



Findings

The important result of this study revealed that the strategic growth and success of small business include key success indicators of each type of small business. However, key success indicators often related to the characteristic traits of the owner or entrepreneurship of small business. Success of strategic management is vital to social and economic success of Thailand. The ramifications of the success will mutually benefits stakeholders and organizations. To be sustainable of its success, strategic management must be implement with an uncommon commitment responsibility of the organization to protect and enhance the social welfare. The key success indicators included leadership, communication skills, risk-taking, people skills, and hard working. In addition, the strategic management plan must be built on an organization's unique purposes.

In fact, the aims of operational effectiveness and strategic management are essential to superior performance, which is the main focus of small business as well as large business. Small business enterprises can outperform its rivals if it can offer difference products and services that make customers satisfied with greater value to customers and also if small business enterprises can preserve the difference. With superior strategic management and perform business activity more efficient than rivals, there will be superior performance and finally superior profitability. Small business needs better but smaller strategic management technique that can help them to perform many similar activities today better than that of the past. Differences in success of small business can be the results of many different factors. Many different small business can have different keys of success and faces with many different kinds of competitors and different environments.

In fact, strategic management, in many different perspectives, was actually developed to implement mainly for major companies due to its sizes and its complexity. However, the majority of major industries which are the driving force of prosperity and social economy in Thailand are small and medium businesses. Therefore, it is to create vital strategic management that work for these small and medium businesses. Moreover, the Thai bureaucratic and government official policy also need to develop and enhance a national economic and social plan to promote the growth and the success of small business and small firms. Therefore, it is vital to develop and promote strategic management in a small scale and in the limited application for small business and small firms successfully. It is necessary to understand the concepts and scope of strategic management for small business and small firms in order to offer conclusive implement for strategic management for small business.

Suggestions

One of the important focus of successful small business is to understand that strategy for small business is a deliberate search for a proper plan of action that will develop competitive advantage and compound it to the future. Competitive can be considered as being better and being differences. Then, the different between your organization and your competitors are the basis of your advantages. Whereas the similarity between your organization and your competitors are the basis of your improvement which means you need to be better in the similarity. Effective strategies for small business may center on low-cost leadership, best quality services, technical uniqueness,

and focus on something valued to customers. Different types of small business may require different effective strategies for small business. Therefore, it is vital to search for the best strategic management that can apply to its own environment, problems, and solutions.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to the staff of Institute of Lifelong Learning Promotion and Creativity, for the helps of proof reading of this manuscript.

References

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

SATISFACTION OF SELF-IMPROVEMENT TRAINING

Miss Komoltip Kangkaew & Assoc. Prof. Chaisri Tharasawatpipat

Suan Sunandha Rajabhat University, Bangkok, Thailand

*E-mail: *komoltip.ka@ssru.ac.th, **chaisri.th@ssru.ac.th*

ABSTRACT

Self-improvement training is increasingly important nowadays. It help students to save time and cost but provide them a chance to improve on their own schedule. Self-training is not an easy task because it requires self-discipline. The English self-learning program is a modern high-tech online learning program which was offered to all students in Suan Sunandhar Rajabhat University for free in order for students to have a chance to improve their English proficiency. The objectives of this study were to investigate the level of satisfaction of using the English online program for self-training as well as level of improvement after using this self-learning program for 90 hours. In addition, it is important to find ways to improve the learning methods from the perspective of users or students. This study utilized both quantitative method and qualitative method to generate the answers for research questions and research objectives. About 100 students was selected to be sample group for quantitative method. Data collection was performed via questionnaire. About 10 students was selected to be key informants for qualitative method. Data collection was performed via in-depth interview. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation revealed that the majority of students had a high level of satisfaction on the knowledge from the online English training programs but had a medium level of satisfaction on their own progress due to their failure to have self-disciplinary to cover 90 hours of training in three months. The suggestions from this study included find the way to motivate students to have self-disciplinary to finish 90 hours of self-training such as pervading contest, rewards, and other motivational tools or to have an extra academic credit for those students who had finished 90 hours of self-training.

Keyword: Self-Improvement, English Training Program, Self-Training, Online English

Introduction

Satisfaction is an important measurement for many different kinds of trainings, including self-training program. In general, the definition of satisfaction can be coined as an individual fulfillment of his or her wishes, expectation, need, and the pleasure that derived from this. However, the level of satisfaction is actually a measurement of how goods or services meet or surpass the customer's expectation. If the gap between customer's expectation and what customer actually experiences is large, there should be a high level of dissatisfaction of customers. Whereas, if the gap between customer's expectation and what customer actually experience is small or zero, there should be a high level of satisfaction from customers. In other words, level of customer satisfaction is the degree of satisfaction experiences from goods and services and it can be measured by number of repeating customers, positive comments from customers, and positive word of mouth about the goods and services.

In the modern world of high technology of information system, self-improvement training is increasingly necessary for both students and non-students to improve their knowledge and skills nowadays. The method could help students to save time, costs, and learning at their own progress

and by their own responsibility. One of the big advantages is to provide them a big chance to improve their knowledge and skills on their own selected schedule. From many studies, it found that self-training is not an easy task because it requires student to have a ample of self-discipline. The English learning with self-learning program is a modern high-tech online learning program which was offered to all students in Suan Sunandhar Rajabhat University for free or without charge in order for students to have a chance to improve and develop their English proficiency.

Self-training is hard because it is a form of training where the trainee is the trainer by himself. This means the learners have to take a responsibility for managing and supervising their own training. Therefore, their successes are depended on their own responsibility and disciplinary. In fact, self-training program is a package of training that requires highly discipline individual to commit as planed or as scheduled in the plan in order to be successful. There are too many factors of distractions and unmotivated factors that can put an individual out of track. However, self-training is one of the best ways to reduce costs and save time. Self-training is actually a necessary skill for effective lifelong learning and it is one of learning skills that students in higher education are expected to develop in order to be successful in their future career. It is considered as a highly benefit skills in the modern era of available of information and knowledge online. Self-learning, if done correctly, actually help to develop, promote and enhance many different knowledges, confidence, initiative, and self-actualization. Since there are limited research in this area. The researcher is also interested to study and to investigate in detail of this research topic. Therefore, it is imperative that the researcher conduct the research on the topic of satisfaction and self-training programs.

Research Methodology

In order to find the results and suggestions for this study, it is important to design the process of research and follow step by step. The first step after having the research objectives and research questions is to prepare the research tools for data collection. The second step is to use the data analyzing by using statistical programs. The third step is to conduct data summarizing to generate the results or the findings of the research. The fourth step is to have an important discussion to ensure many different opinions and comments. The final step is to have proper conclusion and generate important and useful suggestions from this study.

The major purposes of this study were to study and to investigate the level of satisfaction of using the English online program designed for self-training as well as level of improvement after using this self-learning program for 90 hours. Moreover, it is quite important to search for ways to improve the techniques and the motivations of the self-learning methods from the perspectives of users or students. This study utilized a mixed method of research which both quantitative method and qualitative method combined to generate the results for research questions and research objectives. About 100 students, who were currently use self-training technique, was selected to be sample group for quantitative method. Data collection was performed via Likert five scales questionnaire. About 10 students, who were top of the class students, was selected to be key informants to provide insight information for qualitative method. Data collection was performed via an in-depth interview method. Statistical analysis was performed by utilizing SPSS programs. Percentage, mean, and standard deviation were used for data analysis and to generate findings and conclusion of the research.

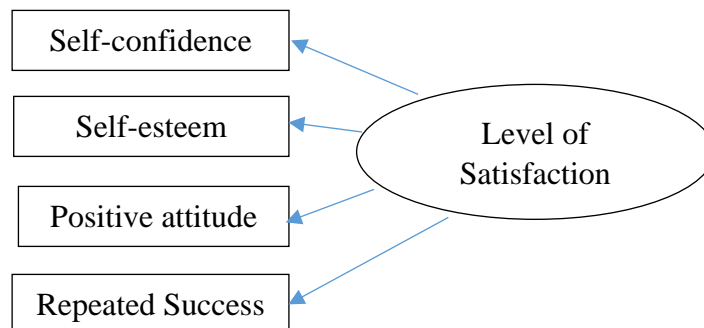
Findings

In order to find the answers of the findings, table one shows the level of satisfaction from two groups. The first group are students who have already pass the 90 training hours and second group are students who have not passed the 90 training hours. The result of this investigation revealed that the majority of students in group one has a high level of satisfaction with the mean of 4.58 and standard deviation of 0.859. Whereas, the majority of students in group two has a medium level of satisfaction with the mean of 2.12 and standard deviation of 0.9230. the difference of level of satisfaction between the two groups are clearly shows that the group who can achieve the goal of 90 hours have a sense of achieving the goal and sense of success. Whereas the group who cannot achieve the goal of 90 hours have a sense of incomplete, lack of success, and no motivations. The group one students who had a high level of satisfaction on the knowledge and the process of self-training programs from the online English training programs but the second group who did not pass the 90 hours had low level of satisfaction on their own progress due to their failure to have self-disciplinary to cover 90 hours of training in three months. The suggestions from this study included it is important to find the way to motivate students to have self-disciplinary to finish 90 hours of self-training such as pervading contest, rewards, and other motivational tools or to have an extra academic credit for those students who had finished 90 hours of self-training. Moreover, in fig.1, it reported from qualitative research, which revealed that the high level of satisfaction from the success of completing 90 hours programs will generate four important factors which are self-confidence, self-esteem, positive attitude, and repeated success in the future.

TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>
<i>Factors</i>		
1. Students who pass 90 hours	4.58	.9859
2. Students who did not pass 90 hours	2.12	.9230

Fig. 1. Level of Satisfaction



Suggestions

There are some important suggestions from this study. First, it is vital to offer many different ways to motivate students to have self-disciplinary to finish 90 hours of self-training such as pervading contest, rewards, and other motivational tools and techniques or to have an extra academic credit for those students who had finished 90 hours of self-training. Self-disciplinary is important but not enough. Therefore, in order to encourage to students to finish the goals of 90 hours per programs. It is important to set up any form of motivation. In other words, give students an important reason for them to take actions. The first step may be hard, but the second steps and on is will be easier. Once the students get started and have goals with some rewards, it is more likely for them to success. This is because motivation is a set of psychological force that help to compel students to take actions and stay on the course of action.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.

- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.

Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).

Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.

Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44

SERVICE QUALITY IMPROVEMENT FOR STUDENTS

Miss Kunyanut Nookong & Miss Chinchira Bunchutraku

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: kunyanut.nookong@ssru.ac.th and chinchira.bu@ssru.ac.th

ABSTRACT

Service quality improvement is required for university staff in order to provide high standard of service to students every semester. The technique of measuring service quality and service quality dimension have become a significant part of both marketing and management. The service quality model in this paper focuses on ten determinants of service quality which are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles. The purposes of this research were to survey of Suan Sunandha Rajabhat University students about what kinds of determinant of services that needed to be improved and what should be guidelines for service quality improvement. The population of this study included all students who often use the services at various office at the main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. In order to prevent the gender effect, the sample size included 200 students which were one hundred male students and 100 female students. Questionnaire was designed and developed to measure the ten determinants of services. This was a survey quantitative research which aimed to search for which determinant of services that needed to be improved. The findings of this research revealed that overall the majority of students had a high level of satisfaction in determinants of services with a mean of 4.56 and standard deviation of 1.023. However, there were three determinant of services that needed to be improved which were courtesy, communication, responsiveness. In general, the service demand will be peaked during the university semester opening and during midterm and final exam. Overall the students were very happy with the services except when demand for services are peaked and the line started to be long. Therefore, the university must have more staff during the peak period to ensure quality provided and high level of satisfaction from students.

Keywords: Service Quality, Determinants of Services, Courtesy, Communication

Introduction

It is important nowadays to treat student as a customer in terms of service, and the fact is customer is the king. In fact, many experts agree that it is more difficult for customers to evaluate service quality than that of product quality. The evaluation of quality often comes from the measuring with customers' level of expectation. In other words, there is a comparison between customer's expectation and customer's experience. If the gap of this comparison is wide, this means customers have a low satisfaction. But if the gap is small, this means customers have a high level of satisfaction. Therefore, service quality is the extent that how well the service level delivered matched with customers' expectation. The standard of service quality needs to be improved all over the campus to make sure that the customers are happy and have a high level of satisfaction from service quality. There are many benefits of improved service quality in the campus. The number one benefit of service quality improvement is customer retention. What does it mean? This means improved service quality builds loyal customers as well as creates positive word of mouth advertising for free or without any cost and this word of mouth advertising is one of the most effective marketing tools. This helps to determine customers' level of satisfaction with

affected the repeated business from students and moreover, there will be less complaints from students but more satisfaction from them. If students as customers are happy with the service from the campus, it will be hard for them to complain or to use substitute services around the campus. Good quality helps the university to remain competitive in all areas of services. The second benefit of improved quality of services is about the cost reduction. In general, it is known that quality cost includes internal cost, external costs, and quality system costs. Internal costs are associated with correcting problems from inferior products discovered by the university before reaching to students. However, external costs which might be very expensive because it is a cost of errors that customer experience and feel unsatisfied with the products or services. This could be very expensive to the organization and university because most of the time, customers may decide not to return and spread negative word of mouth which is far more effective than positive word of mouth advertising. This negative word of mouth crates an extremely bad image of quality of services provided by the university and it is costly and timely to repair the negative image. Then, it is required a huge cost of advertising to make customers to come back and to win their loyalty in the future. The quality service system also come with cost of training, auditing, and rechecking, and management meetings. In other words, high service quality, certainly have some costs, but it is lower than the cost of repairing the negative image from poor quality and the university will be able to retain its customers easily.

SERVQUAL is one of the best measurement of service quality that widely accepted by many experts in the field (Parasuraman et., 1985). The model of SERVQUAL consists of five important dimensions. First is reliability which means the service providers must provide its customers with accurate service without making any mistakes or errors. Second is assurance which means the service providers must provide service with confidence and make customers feel safe with the service quality. Third is tangibles which means that the service providers must provide services with the appeal of facility, equipment, and materials. Fourth is empathy which means the service providers must understand their customers' problems and perform the services with the best interests of their customers. Fifth is responsiveness which means the service providers must be willing to help customers and provides a quick response to customers' requests.

Research Methodology

Service quality improvement is necessary in the modern world of service and it is required for university employees in order to provide high standard of service to students every semester and every year. The technique and model of SERVQUAL for measuring service quality and service quality dimension have become a significant part of both marketing and management. The service quality model in this paper focuses on five determinants of service quality which are reliability, responsiveness, assurance, empathy, and tangibles. The purposes of this research were to survey of Suan Sunandha Rajabhat University students about what kinds of determinant of services that needed to be improved and what should be guidelines for service quality improvement. The population of this study included all students, both male and female, who often use the services at various office at the main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. In order to reduce the gender effect, the sample size was planned to be

included 200 students which were one hundred male students and 100 female students. Questionnaire was developed specifically to measure the ten determinants of services. This was a survey quantitative research which aimed to search for which determinant of services that clearly needed to be improved for the sake of students of customers.

Results

Table 1. Students and their level of satisfaction in five dimensions of service quality

SERVQUAL	Mean of Male students	Mean of female students
Reliability	4.69	4.84
Assurance	3.53	3.49
Tangibles	4.35	4.38
Empathy	4.08	4.12
Responsiveness	4.70	4.75
Total	4.27	4.31

From table 1, the overall mean of male students were less than that of female students. The overall mean for male students was 4.27 but the overall mean for female students was 4.31. The male students had voted from the highest mean to the lowest mean as follows: Responsiveness, Reliability, Tangibles, Empathy, and Assurance. Whereas the female students had voted from the highest mean to the lowest mean as follows: Reliability, Responsiveness, Tangibles, Empathy, and Assurance. Therefore, it was clear that Assurance service dimension had been voted lowest from both male and female respondents. In fact, the Assurance service dimension means the employees' behavior to provide students or customers in the university that the university makes students feel safe with service assurance. In addition, it also means that employees are often be courteous and have important knowledge to respond to students' questions. Since it had the lowest mean, it needed to pay heed on the service quality improvement. The university needs to pay more attention to the ability to convince students that they will be taking care of in the best manner.

Limitations of the Study

There are three limitations of this study as follows: First, this study was limited to only one university which is Suan Sunandha Rajabhat University, Bangkok, Thailand. Therefore, the main participations were 200 male and female students. Second, the sample size was randomly chosen within the campus with only 200 samples. Third, this study focused on only Parasuranman model of SERVQUAL instrument to assess the service quality. Therefore, the results might be limited in the measurement when compared with the use of variety instrument.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Qualit. p.42.

- Ivanka, A.H., Suzana, M., Sanja Raspor. *Consumer Satisfaction Measurement in Hotel Industry: Content Analysis Study*. p.3.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116
- Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2), p.42.
- Anderson (1973), "Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance". *Journal of Marketing Research*: Vol.10 (2), pp.38-44
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2).
- Olson, J. & Dover, P. (1979), "Disconfirmation of consumer expectations through product trial". *Journal of Applied Psychology*: Vol.64, pp.179-189.
- Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Proceedings of the Academy of Organizational Culture, Communication and Conflict*. Vol. 7(2). p.42.117

COMPUTER FACILITIES AND SERVICE IMPROVEMENT

Mrs. Lalisa Sahanawin and Asst. Prof. Dr. Sirilak Ketchaya

Suan Sunandha Rajabhat University, Bangkok, Thailand
*E-mail: *lalisa.sa@ssru.ac.th, **sirilak.ke@ssru.ac.th*

ABSTRACT

Computer facilities and services improvement at Suan Sunandha Rajabhat University aims to improve student experience and provide students with consistent professional and business & academic environment regardless of their location on campus and regardless of their academic major. In order to find ways to for computer facilities and service improvement, it is important to identify why students want to use computer labs and the frequency of usage per student per semester, and the type of software that want to use, and what are the benefits of computer facilities service improvement. The objectives of this study were to find the benefits that students want from modern computer labs as supposed to traditional computer labs and to link the computer facilities and services improvement with benefits of modern technology computer labs. This was a qualitative research which utilized the in-depth interview with two different groups of students. Ten male students and ten female students who regularly use the computer labs and provide their usage behaviors, what do they need, and what benefits of modern computer labs that they were looking for. Data collection, from a focus group period, started at semester two of year 2017. The findings of the study can be summed up that there was an immediate need to improve from traditional computer labs into modern virtue computer labs. The design of computer labs should be re-designed as learning environment for maximize the benefits to the student preference and allow students to have access to advantages of new and specific software and advance of Technology.

Keyword: Computer Labs, Service Improvement, Computer Facilities, Experience

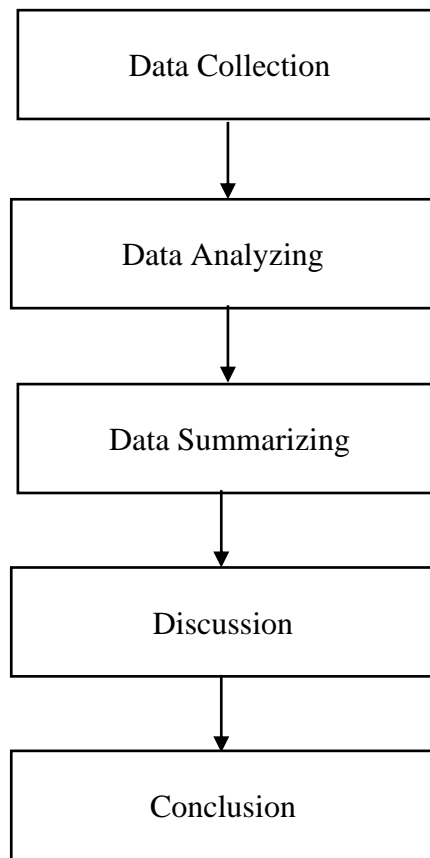
Introduction

Service improvement is vital to the success of the computer labs. One of the most important objectives of the computer labs in campus of Suan Sunandha Rajabhat University is to provide the best service quality for students, staff, faculty members, and all other university stakeholders. In order to provide the best service quality, it is important to survey what are the needs and wants of the customers. To match the needs and wants of customers with the service quality in campus is one best way to increase the level of satisfaction of the customers in the long run. Different department may require different software program and different needs. The graduate programs are required to use more on-line research data bases and loan service to use for their research thesis or research dissertations. The undergraduate students are required standard software programs to so their academic work assignment and class projects. In general, the computer labs need to be equipped with modern computer and popular software, high tech facility, and best service quality. In fact, campus computer labs service must aim to contribute to making the campus a study place that vibrant, engaged, and connected to any place of study in the world by providing a variety of high information technology, best equipment, modern facility, and best service quality. Service center must aim to provide timely service for all users in the campus. This work will be done on-site computer labs in campus. Computer labs also need to have information technology service desk is a single points which aims to provide quality service and timely response. Information technology service desk provides the functions of management, service request, proper communication with management, staff, and students.

Research Methodology

The aims of this research were to find the benefits that students want and need from modern computer labs at the campus and off-campus areas as supposed to traditional computer labs and to link the computer facilities and services improvement with benefits of modern technology computer labs. This study employed the techniques and the methods of a qualitative research by utilizing the in-depth interview with two different groups of students: male and female. Ten male students and ten female students who regularly use the services of the computer labs and provide their usage behaviors, exactly what do they need, and what major benefits of modern computer labs that they were looking for or request from the labs. Data collection, from a focus group period, started at the beginning to the end of semester two of year 2017.

Fig. 1 Methods of Research



Findings

The findings of the research study can be summed up that there was both necessary and immediate need to enhance the quality from traditional computer labs into modern virtue computer labs. Moreover, the facility and layout design of computer labs should be re-designed as learning

environment for maximize the benefits to the student preference and allow students to have more access to benefit from advantages of new and specific software and advance of Technology.

One of the main advantages at university level for computer labs is the improvement of students, staff, and faculty members for its competencies, skills, and knowledge. In fact, the best way to develop the high performance human capital of higher education includes knowledge, skills, attitudes, relationships, competencies, and creative of problem solving in workplace by encouraging regular training of information technology. However, before providing the necessary and important training programs, there is a real need to train its own staff of an up-to-date technology, modern software programs, and latest technology to in-house staff regularly. By offering and encouraging advanced and regular training for staff in the computer labs in campus, is said to put the Suan Sunandha Rajabhat University to realize advantages in the future of high qualified students, staff, and faculty members who can perform high productivity of work.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Adee Athiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", *Academy of Marketing Studies Journal*, January.
- Anderson, R.E. (1973). "Consumer dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", *Journal of Marketing Research*, 10 February: 38-44.
- Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- Atkinson, A. (1988). Answering the eternal question: What does the Customer Want? *The Cornell Hotel and Restaurant Administration Quarterly*, 29(2): pp.12-14.116 Akan, P. (1995). Dimensions of Service Quality: A Study in Istanbul. *Managing Service Quality*. 5(6): pp. 39-43.
- Oliver, R. (1980). "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.

Vavra, T.G. (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs*, American Society for Quality. p.42.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.

Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

EMPLOYEE SATISFACTION AND WORKING CONDITIONS

Mrs. Montikarn Moungray & Mr. Phusit Phukamchanoad

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: montikarn.mo@ssru.ac.th and phusit.pu@ssru.ac.th

ABSTRACT

Employee satisfaction generally can make them more organized, productive, and successful. Highly effective employees need to have a suitable and proper working conditions to make them feel energized, creative, and satisfied. The high value of employee satisfaction will be expected to transfer to customers in terms of better quality of services. The objectives of this research were to study in details the employee satisfaction of Suan Sunandha Rajabhat University and its working conditions as well as the guidelines to improve working conditions to make employees more energetic, productive, and happiness. This survey research was conducted with the quantitative method by using a five Likert questionnaire to collect the information, comments, and opinions from 100 employees who were working at Suan Sunandha Rajabhat University. The question was focused on employee satisfaction and their perceptions of working conditions. Statistical analysis was performed by utilizing SPSS statistical package program. In fact, frequency, percentage, mean, and standard deviation were used mainly for the purpose of data collection to data analysis and generating the results of this study. The results from this study, however, revealed that the majority of the respondents had a highly satisfied with most of the working conditions. The top three highly satisfied items included business like working atmosphere, the modern computer, facilities, and printer areas, and the compensations. However, the top three items of less satisfied included the limited parking space, the crowded cafeteria during the lunch hours, and the level of noise of ongoing constructions.

Keywords: Employee Satisfaction, Working Conditions, Productivity, Quality of Services

Introduction

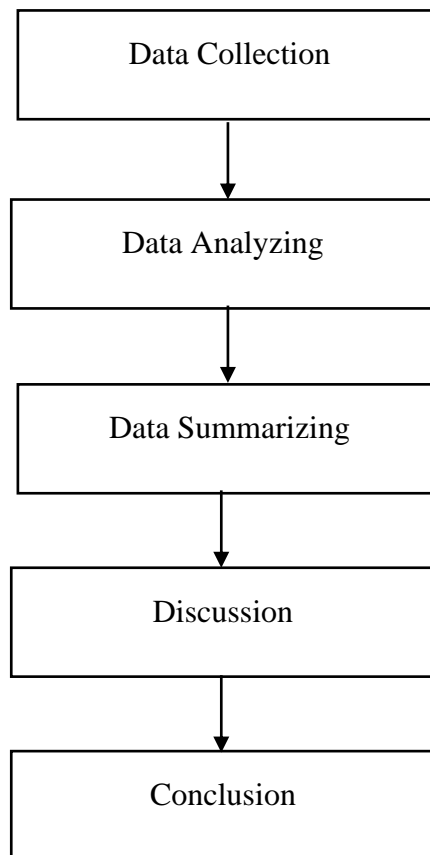
From a survey of the research, most of the studies focused on the satisfaction of employees in general but less research on employees' experience on working conditions in Thailand. The study of factor of success of employee satisfactions conducted from the perspective of higher education employees can help to provide an understanding of problems and obstacles of Thai education industry and offer a proper strategic plan for the future growth of both low employees and management level. This research is aimed to investigate the experience of higher education employees and their experience of using working conditions and facilities in order to find the plan to enhance employees' loyalty and possible to promote better working conditions.

Employee satisfaction generally can make employees to be more organized, productive, and successful and high valued employees in the long run. The fact is that highly effective employees need to have a suitable and proper working conditions and working environment that designed and developed specially to make them feel energized, creative, and satisfied. Certainly, the high value of employee satisfaction will be expected to transfer to customers in terms of better quality of services and higher level of satisfaction from receiving the services. The main objectives of this research study were to investigate in details the employee satisfaction of Suan Sunandha Rajabhat University and its working conditions as well as the guidelines to improve working conditions to make employees more energetic, productive, and happiness in a sustainable way.

Research Methodology

The present research utilized a quantitative survey research method to elicit and collect data for their comments and opinions about their perceptions of higher education employees. In addition, the purposes of this research were to be able to use the findings of this research to create a plan to enhance employees' satisfaction in the future. Statistics analysis used in this study were percentage, mean, and standard deviation. A simple random sampling technique and Taro Yamane table technique was conducted to obtain a sample group that included 400 employees but due to limited time and money, only 100 employees was randomly selected. A Likert five-scale questionnaire was developed and utilized as a research tool for collecting data at major higher education organizations in Thailand. This survey research was conducted with the quantitative method by using a five Likert questionnaire to collect the information, comments, and opinions from 100 employees who were working at Suan Sunandha Rajabht University. The question was focused on employee satisfaction and their perceptions of working conditions. Statistical analysis was performed by utilizing SPSS statistical package program. In fact, frequency, percentage, mean, and standard deviation were used mainly for the purpose of data collection to data analysis and generating the results of this study.

Fig. 1 the Five Process of Research



Findings

Many studies have revealed that the emergence of employee satisfaction is often associated with the satisfaction and loyalty of customers and work conditions in the long run due to the important relationship. The relationship of employee satisfaction and working conditions has been determined and found that positive increase in many organizations and is associated with the growth of business industry in the long run. The next important question is how to properly promote the growth of business industry with other factors rather than money compensation alone? The findings from this research study, however, revealed that the majority of the respondents had reported that there were having a highly satisfied with most of the working conditions. The top three highly satisfied items from the conclusion of the data analysis included business like working atmosphere, the modern computer, facilities, and printer areas, and the compensations. However, the top three items of less satisfied included the limited parking space, the crowded cafeteria during the lunch hours, and the level of noise of ongoing constructions. From this findings, the suggestions can be offered.

Suggestions

Since working conditions are the environment of the workplaces and demand in terms of jobs which may directly and indirectly influence the level of satisfaction of employees. Working conditions generally affect employee in terms of health, safety, and security as well as the fun, family like, convenience and comfortable of daily work. The place that employees enjoy and happy to come to work every day. The fact is that highly satisfaction employees will be high productivity and high-performance employees. Therefore, it is important to improve the quality of working conditions for employees as much as possible. Working conditions should be taken care of as any investment which means invest the budget and harvest it later. Working conditions should be more attractive to current employees and future employee. Proper working conditions should the mean to both attract and retain talent employees to stay with the organization as long as possible.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

References

- Hovland, C., O. Harvey & M. Sherif (1957). "Assimilation and contrast effects in reaction to communication and attitude change. *Journal of Abnormal and Social Psychology*, 55(7), 244-252.
- Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude."

- Journal of Personality and Social Psychology*, 21(3), 281-295.
- Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference*, Proceedings of the Academy of Organizational Culture, Communications and Conflict: 7(2). p. 43.
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality. pp. 44-60.118
- Oliver H.M. Yau & Hanming You (1994). *Consumer Behaviour in China: Customer Satisfaction and Cultural Values*. Taylor & Francis, p.17.
- Barbara Everitt Bryant & Claes Fornell (2005). "American Customer Satisfaction Index, Methodology", *Report*: April, 2005.123
- Terry G. Vavra (1997). *Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs*. American Society for Quality. p.12.
- Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- Halir Nadiri & Kashif Hussain (2005) "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15. No.3.
- Zeithaml, V.A. Berry, L.L.O. and Parasuraman, A. (1993). "The nature and determinants of customer expectations of service", *Journal of the Academy of Marketing Science*, Vol.21 No.1, p.4.
- Halir Nadiri & Kashif Hussain (2005) "Diagnosing the Zone of Tolerance for Hotel Services", *Managing Service Quality*, Vol.15. No.3.
- Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", *Journal of Services Marketing*, Vol.14, No.3.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", *Journal of Marketing*, Vol.58, Jan pp.111-124.

- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, Actual Problems of Economics. Scientific Economic Journal. No 6 (180) 2016.

PARALLEL FACE RECOGNITION ALGORITHM ON MULTI-CORE PROCESSOR

Apisit Rattanatrakurak*

**Department of Computer Engineering Faculty of Industrial Technology,
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: *apisit.ra@ssru.ac.th*

ABSTRACT

Face detection and recognition is the method to identify the people. It usually uses to recognise or authenticate the people on smart devices. It is implemented on many platforms such as iOS, Android, Windows and web application. Nowadays, web technology is very popular because the users can use those applications on every platform. Thus, the platform which is suitable to implement the algorithm is web application. In this work, we aim to develop the face recognition algorithm on web application which can be executed on Multi-core CPU. Next, the well-known face recognition algorithm, Haar-Like feature and Local Binary Patterns are implemented and compared the performance of both algorithms on dual-core Intel i5 2.3 GHz with 8GB main memory machine. The results show that the accuracy of Haar-Like feature is more than Local Binary Patterns. However, Local Binary Patterns run time is less than Haar-Like feature for 2.55x

Keyword: Face Detection, Hare-Like feature, Local binary patterns, Web Programming

INTRODUCTION

Nowadays, technology is very important in our lives. There are several researches, design and development about the new technology including human recognition. To recognition the human, we can use first and last name, citizen id, face, finger print, signature, birthdate, DNA, etc. However, the physical data are popular to identify the human such as finger print, face and iris. These are used to check-in, collect time-stamp, authentication, etc.

The easy solution to identify the human is face recognition. In this paper, we implemented the face recognition algorithm on web which can be recognition the human from the video file. Then, the face recognition algorithm is executed using image processing and recognise the human face to identify the human. After that, the results are compared with the face image of those people and return the name of that human (C. Kotropoulos and I. Pitas, 1997).

In this paper, Hair-Like feature and Local Binary Patterns algorithm are implemented and compared the accuracy and run time to recognise the human face. Our research aims to develop the face recognition algorithm on web application which can be executed on Multi-core CPU. Next, the well-known face recognition algorithm, Haar-Like feature and Local Binary Patterns are implemented and compared the performance of both algorithms.

This paper is organised as follows: section 2 shows the Haar-Like feature algorithm and Local Binary Patterns algorithm. Section 3 presents the development of face recognition algorithm on web. Then, the results of this paper are shown and compared in section 4. Finally, conclusion and future work are proposed in section 5.

LITERATURE REVIEW

Haar-Like feature algorithm (M.H. Yang et al, 2002) (G. Yang and T.S. Huang, 1994) (S. K. Pavani et al., 2010) is the face detection technique which consists of detection of white and black area. It calculates the different of black and white area. Then, the results are compared with threshold and polarity value. This is used to declare the input image and return the result of human face as shown in Fig.1.

This algorithm creates the detection area to detect the black and white area in sequential until the end of file. There are level of complexity of the detection area. It starts with the low level area which can recognise only the human face and the other area. Note that, it can reduce the threshold value to decrease the mistake of detection. Then, the higher level is executed to recognise the human face from lower area to identify the human.

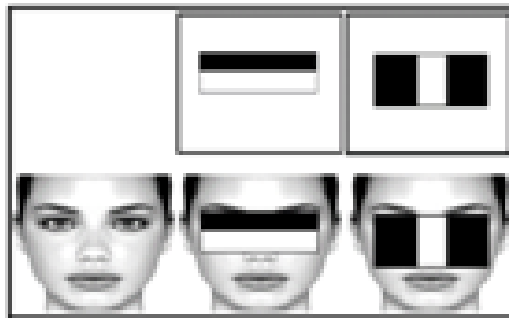


Fig.1 Haar-Like feature algorithm

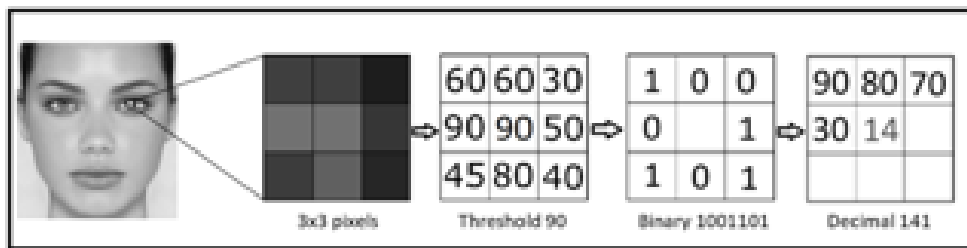


Fig.2 Local Binary Patterns algorithm

Local Binary Patterns algorithm (T. Ahounun et al, 2004) (C. Ma, T. Tan, and Q. Yang, 2008) is the algorithm which split the image into smaller and calculate 8-bit binary from gray scale image. The 3x3 pixels are converted with threshold and converted to binary data which consists of 0 and 1. Then, the binary data are converted to decimal vector and used to compare the face data.

FACE RECOGNITION ALGORITHM ON WEB

This work aims to create the face recognition web from video which can execute on multi-core processor and to compare the performance of Haar-Like feature and Local Binary Patterns algorithm. The video can be uploaded to web and processed on the server and return the results to the clients. It can recognise the people up to 2 people in that frame. The flowchart of the system is shown in Fig.3

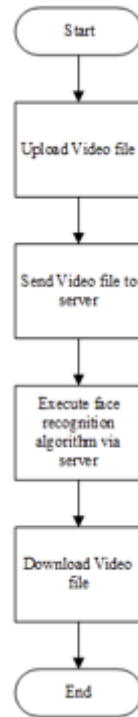


Fig.3 Flowchart of System

It can be noticed that the execution of face recognition algorithm step via server side can be improved. In this paper, we develop the Haar-Like feature and Local Binary Patterns algorithm to this step. Both algorithm can execute in parallel using multi-core processor. Then, run time and accuracy are measured and compared after the experiments.

EXPERIMENTS AND RESULTS

In the experiments, we use the same video and same resolution to compare and measure the run time and accuracy. The Haar-Like feature and Local Binary Patterns algorithm are compared and measure the correct, incorrect, not detected and duplicate face on the video frame. Table 1 shows the performance of Haar-Like feature vs Local Binary Patterns and Fig. 4-5 show the accuracy in percentage of Haar-Like feature and Local Binary Patterns, respectively.

Table 1 Haar-Like feature vs Local Binary Patterns Performance

	Haar-Like feature	Local Binary Patterns
Time (sec)	451.79	177.00
Number of frame	3756	3756
Correct	3646	3592
Incorrect	2	11
Not Detected	72	103
Duplicate	36	50

We can notice that the Haar-Like feature run time is greater than Local Binary Patterns for 2.55x on the same 3,756 video frame. However, Haar-Like feature can correctly detect the human face for 97.07%. On the other hand, Local Binary Patterns can correctly detect for 95.63%.

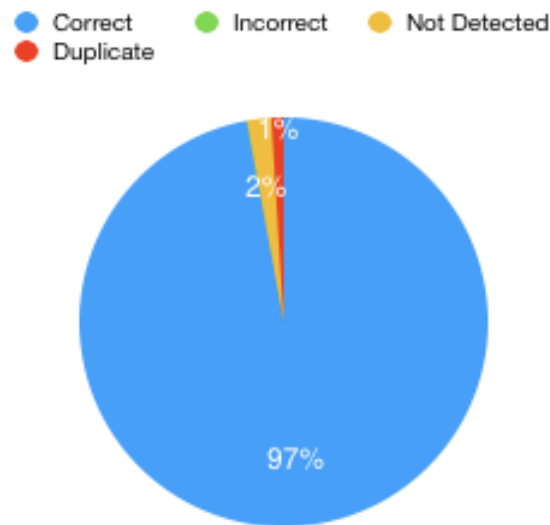


Fig.4 Accuracy Percentage of Haar-Like feature Face Recognition algorithm

Correct Incorrect Not Detected
Duplicate

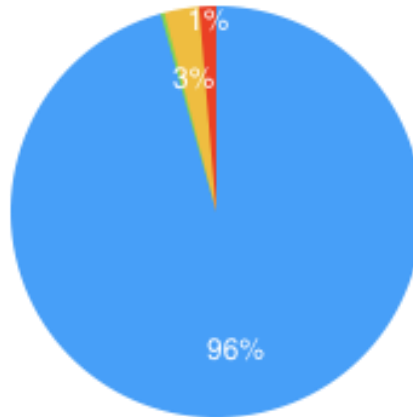


Fig.5 Accuracy Percentage of Local Binary Patterns Face Recognition algorithm

CONCLUSION AND FUTURE WORK

In this paper, we present the Parallel Face Recognition algorithm on Multi-core Processor. It can be noticed that Local Binary Patterns is better than Haar-Like feature algorithm. The accuracy of both algorithms are the same. However, the run time of Local Binary Patterns is significantly faster than Haar-Like feature algorithm.

The Incorrect, not detected and duplicate of Haar-Like feature is very low. However, it is very fine-grain algorithm and consumes the execution time more than the Local Binary Patterns algorithm.

In the future work, we can implement the both algorithm in parallel in the graphics processing unit that can consume the lower run time and improve the performance of both algorithm.

ACKNOWLEDGEMENTS

The author thankfully acknowledgement the hardwares provided by Suan Sunandha Rajabhat University.

REFERENCES

- C. Ma, T. Tan, and Q. Yang, Cascade boosting LBP feature based classifiers for face recognition, International Conference on Intelligent System and Knowledge Engineering, 1:1100-1104, 2008. doi:10.1109/ISKE.2008.4731094
- C. Kotropoulos and I. Pitas, "Rule-Based Face Detection in Frontal Views," Proc. Int'l Conf. Acoustics, Speech and

- Signal Processing, vol. 4, pp. 2537-2540, 1997.
- M. H. Yang, D. J. Kriegman and N. Ahuja, "Detecting Faces in Images: A survey," IEEE Transactions on Pattern Analysis and Machine Intelligence, vol. 24, no. 1, pp. 3458, Jan 2002.
- G. Yang and T. S. Huang, "Human Face Detection in A Complex Back Ground," Pattern Recognition, vol. 27, no. 1, pp. 5363, 1994.
- S. K. Pavani, D. Delgado and A. F. Fragni, "Haar-like features with optimally weighted rectangles for rapid object detection," Pattern Recognition, vol. 43, pp. 160-172, 2010.
- T. Ahonen, A. Hadid, and M. Pietikainen, Face recognition with local binary patterns, IEEE Transactions on Pattern Analysis and Machine Intelligence, 28(12):2037-2041, 2004.
doi:10.1109/TPAMI.2006.244