QUALITY ENHANCEMENT OF INFORMATION TECHNOLOGY TRAINING

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ABSTRACT

To obtain a feedback from students is a prerequisite to providing high quality services. Therefore, it is necessary for students to have an opportunity to offer their straight feedback on their recent visiting the computer labs in order for the management of the labs to improve service quality. Computer labs and information Technology office is considered by students as one of the most important offices of university. Due to the fact that it provides many kinds of important information technology services, hardware and software services, various trainings, internet, and modern computer laboratory facilities. To have student high level of satisfaction implies successful management of computer labs and often reflects high quality management. The objective of this research was to do the survey and investigate factors of services that affected the high level of satisfaction from the students' perspectives. This study utilized quantitative research study which was conducted by interviewing with 200 students who were the regular users of services of computer labs and who had a willingness to provide honest feedback, comments and suggestions. Statistical analysis was performed by using SPSS program. Frequency, tabulation, mean, and standard deviation were used for data analysis and generated conclusion. The result of this investigation revealed that the majority of students reported a high level of satisfaction the service standard of computer labs and the overall mean was 4.78 with SD of 0.9812. From the means, the order of list of high level of satisfaction included the service provided by staff, organizations of trainings, cleanliness of the computer labs, the modern and upgraded of computer and its facilities, the opening and closing hours of the computer labs. The three important suggestions from this study include removing the physical barriers and open new level of communication, idea sharing, and problem solving, providing a well-balanced workplace with open floor space and with work benches, and keeping noise and distractions at a minimum.

Keyword: Service Standard, Information Technology, Satisfaction, Computer Labs

Introduction

Measuring service quality of the computer labs is an important and necessary aspect in the quality improvement process because it provides feedback about how to be improve in the near future and about type of services provided at the present and the extent to which it meets customer needs. Many studies in the past have carried out service quality studies with an aims to develop a proper models of measurement that would help many organizations that provide services regularly to determine the extent to which their service would be effective and productive.

Customer satisfaction which in this paper will be used as student satisfaction. The customer satisfaction often defined as the customer evaluation of his or her actual experience that he or she received in comparison with the prior expectation that he or she has Wongleedee, 2016). In other words, it is the customer's response to the evaluation of the perceived discrepancy between prior expectation and real experience. In fact, the customer satisfaction is an overall post-purchase evaluation by the customers. The next important question is what are factors affecting customer satisfaction? According to Valerie, Zeithamal and Bitner (2005) Ketchaya, (2019), customer satisfaction is influenced by many factors such as product and service features, customer's emotion, perception of equity and fairness, prices, promotion, quality friend and family, and etc. However, many research studies found that service quality is the major antecedent of customer satisfaction. It is generally accepted in many research

papers and its findings that there is a positive relationship existing between service quality and customer satisfaction (Ketchaya, 2019, Wongleedee, 2017). The famous SERVQUAL model explains the relationship of five dimension of services to customer satisfaction. The dimensions include variables of reliability, responsiveness, assurance, empathy, and tangibility (Zeithaml, Berry,and Parasuraman,1993)

Research Methodology

There are many stages of reseach process to reach the findings from researc design, target popolation, sample design, data collection, research instrument, data collection, procedure, and data analysis. The purpose of this study was to do the survey and investigate factors of services that affected the high level of satisfaction in the computer labs from the students' perspectives. Taro Yamane (1979) formula was used to determine the 400 sample groups. In order to reach the specific research objective, the quantitative research study was employed by having the data collection which was conducted by interviewing with 200 students who were the regular users of services of computer labs and who had a willingness to provide honest feedback, comments and suggestions. Before data collection, the completed questionnaires were edited for completeness and consistency. Both test of validity and reliability was conducted to ensure it passed the minimum requirements. Statistical analysis was performed by using statistical package for social sciences (SPSS) program. Frequency, tabulation, mean, and standard deviation were used for data analysis and generated conclusion. Quantitative data collected was then analyzed and to be interpreted in line with the research objectives through the use of SPSS program.

Findings

From the data collection, the respondent's general information was as follows. Female students accounted for 55 percent of all the respondents while male were 45 percent. The respondents were from various departments and variety of programs studies. This study also captured the purpose of enrolling the information technology training and the findings were as follows; 53 percent of the respondents enrolling as the credit requirement, 27 percent of the respondents enrolling as to improve their academic knowledge and skills, 15 percent of the respondents enrolling as to update their information technology knowledge and skills, the rest of respondents enrolling as to gain the use privilege time in the new computer labs. Finally, the number of visiting the computer labs were as follows; about more than 5 times a week constituted 35 percent of the respondents or considered as heavy users, about 2-4 times a week constituted 32 percent of the respondents or considered as medium users, and about 1 times a week constituted 23 percent of the respondents or considered light users. Finally, the study further sought to find out the age distribution of respondents and the finding were reported as follows: The majority of respondent were 17-18 years old which were about 45 percent, the second group of respondents were about 19-20 years old which were about 34 percent, and the last group of respondents were about 21-23 years old which were about 21 percent.

Table 1. Ten important factors of quality enhancement for IT training

No.	Factor	N	Mean	SD
1	Quality of service	400	4.21	0.713
2	Training organized	400	4.18	0.719
3	Cleanliness of training rooms	400	4.09	0.812
4	Modern equipment	400	4.02	0.754
5	Convenient operating hours	400	3.99	0.871
6	Prompt service	400	3.77	0.682
7	Individualized attention	400	3.73	0.712
8	Courtesy of employees	400	3.54	0.711
9	Consistent of service	400	3.39	0.631
10	Competent of employees	400	3.17	0.744

From table1. Ten important factors of quality enhancement for IT training, it found that the ten factors can be ranked according to the mean average. "Quality of service" was ranked as number one in the list with the mean of 4.21 and standard deviation of 0.713. "Training organized" was ranked as number two in the list with the mean of 4.18 and standard deviation of 0.719. "Cleanliness of training rooms" was ranked as number three in the list with the mean of 4.09 and standard deviation of 0.812. "Modern equipment" was ranked as number four in the list with the mean of 4.02 and standard deviation of 0.754. "Convenient operating hours" was ranked as number five in the list with the mean of 3.99 and standard deviation of 0.871. "Prompt service" was ranked as number six in the list with the mean of 3.77 and standard deviation of 0.682. "Individualized attention" was ranked as number seven in the list with the mean of 3.73 and standard deviation of 0.712. "Courtesy of employees" was ranked as number eight in the list with the mean of 3.54 and standard deviation of 0.711. "Consistent of service" was ranked as number nine in the list with the mean of 3.39 and standard deviation of 0.631. "Competent of employees" was ranked as number ten in the list with the mean of 3.71 and standard deviation of 0.744.

Suggestions

Form table 1, it is obvious that the factors on the list that have the mean below 4.00 such as convenient operating hours, prompt service, individualized attention, courtesy of employees, consistent of service, and competent of employees. These factors can be improved by providing regular trainings as well as to use the feedback from students to make some better adjustment. In addition, the three important suggestions from this study include removing the physical barriers and open new level of communication, idea sharing, and problem solving, providing a well-balanced workplace with open floor space and with work benches, and keeping noise and distractions at a minimum.

Acknowledgement

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