

THE SYSTEMATIC PLANNING OF INFORMATION SYSTEM.

Miss Kunyaphat Thanakunwutthirot

Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: kunyaphat.th@ssru.ac.th

ABSTRACT

The development of systematic planning of information system for the office of Suan Sunandha Rajabhat University is necessary and significant to the success of modern educational institutions. Most of the projects in campus involved the use of effectiveness of systematic planning of information system to reduce cost of times and money, therefore, the success of systematic planning has a big impact to students, staff, and faculty members who may rely on high quality of information system directly or indirectly. The close observation of systematic planning is to ensure that the vitality of progress as expected and as planned.

The objective of this research was to gain formal feedback from those who involved in the operating of the systematic planning of information system. This study employed mainly qualitative research method to induce the understanding of what were key factors to the success of systematic planning of information system to ameliorate the level of success of the related campus projects. This research method used an in-depth interview and small focus group of staff. In fact, about 20 staff who were involved in the implementation of the development of systematic of information system from semester 2, year 2019. A total of 10 female staff and 10 male staff were selected randomly. These sample groups were willing to participate in the in-depth interview. The findings revealed from 20 respondents of this study showed that there were four important factors that had impacts on success of systematic planning. First, the important need a full participation from both staff and management level in the computer and information system areas. Second, for each phrase of the systematic planning, the budget must be allocated when there was a real evidence of progress. Third, each project development must be implement strictly according to the plan approved earlier. Fourth, the need to have an independent group who must be free from the pressure of all parties internal and external.

Keyword: Systematic Planning, Approval Projects, Information System, Information Technology

INTRODUCTION

In the era of disruptive innovation, there are many new and updated information system technology that is very important for employees of Suan Sunandha Rajabhat to comprehend and to be able to update their knowledge and skills. The systematic planning information system is one of the most important systems and functions available from the office of information system that aims to alleviate the workload and job assignment of staff in the campus to be able to have systematic plan, allow their work to progress with high demand of modern organization and changed in the needs of customers, and have a higher productivity in each phrase.

Information and technology training for IT staff are required by university and each department of higher education organizations to ensure that IT staff will be able to provide updated knowledge and skill to students, staff, and faculty members with high competency and have a satisfaction level of knowledge and skills to perform with the high standard in the

education market. Therefore, IT staff are required to take a test to measure their level of proficiency and any staff whose score do not meet the standard of proficiency must enroll in the special training session to enhance their knowledge and skills. The training session will be supervised by professional technical IT training and IT management. Many courses and programs that designed to fit university works. Moreover, there are some systematic and programs that are hard to understand in the short time but it is important to updated as soon as possible since it was designed to enhance knowledge and skills for industry specific related education systematic ways of working in higher education.

With the use of in-depth interview in modern higher education level, it is accepted that staff’s feedback and monitoring information technology training is necessary in modern organizations which feedback information is based on their experiences on a particular service encountered by staff. It can be certainty that it is the overall feedback will help to improve service quality of IT staff and IT office of Suan Sunandha Rajabhat University.

METHODOLOGY

In order to find the impacts of the development of systematic planning of information system for usage of Suan Sunandha Rajabhat University which this system is vital to the success of modern educational institutions. The majority of small and large projects in campus involved the use of effectiveness of systematic planning of information system to reduce cost of times and money, therefore, the success of systematic planning has tremendous impacts to students, staff, and faculty members who may rely on high quality of information system directly or indirectly. The ways to monitoring and having close supervision of systematic planning cannot be neglected to ensure that the ongoing progress as expected and as planned.

The purpose of this research was to gain formal feedback from those who involved in the operating of the systematic planning of information system. This qualitative study employed mainly an in-depth interview method with focus group to induce the understanding of what were key factors to the success of systematic planning of information system to ameliorate the level of success of the related campus projects. In fact, about 20 current staff from various offices who were involved in the implementation of the development of systematic of information system from semester 2, year of 2019. A total of 10 female staff and 10 male staff were chosen randomly. These sample groups were willing to participate in the in-depth interview and willing to provide a valuable suggestions from their long experiences working in this field.

FINDINGS

Table 1. Importance of Quality Factors and Impacts on Improving the System

	Percentage
Quality Factors	
1. Quality of General Services	95
2. Quality of Rooms and Locations	90
3. Quality of Staff’s Knowledge and Skills	85
4. Quality of Trainers’ Training Method	85
5. Quality of New Computers and Software	80
6. Quality of Facilities and Equipment	75
7. Quality of Internet and WIFI	70

From table 1. Important of quality factors and impacts of improving the system of information system. The table reveals seven important factors with the percentage agreed by the focus group. First, 95 percent of the focus group concurred that quality of general services is as important as number one in the ranking of this table. Second, 90 percent of the focus group concurred that quality of room and locations is as important as number two in the ranking of this table. Third, 85 percent of the focus group concurred that quality of staff's knowledge and skills is as important as number three in the ranking of this table. Fourth, 85 percent of the focus group concurred that quality of trainers' method of training is as important as number four in the ranking of this table. Fifth, 80 percent of the focus group concurred that quality of new computer and software is as important as number five in the ranking of this table. Sixth, 75 percent of the focus group concurred that quality of facility and equipment is as important as number six in the ranking of this table. Finally, Seventh, 70 percent of the focus group concurred that quality of internet and wifi is as important as number seven in the ranking of this table.

Moreover, the results of this qualitative research study revealed that there were seven important and necessary factors that had high impacts on improvement of the system. The focus group provide these information based on their experiences. This feedback can be used for those who received information technology training via using computer labs at main campus of Suan Sunandha Rajabhat University, Bangkok, Thailand. These factors included quality of services, quality of rooms and location, quality of staff's knowledge and skills, quality of training methods, quality of new computer and software, quality of facility and equipment, and quality of internet and wifi. However, the overall level of priority of improvement should be on the five three factors.

In addition, the findings from 20 respondents of this investigation showed that there were four important factors that had impacts on success of systematic planning. First, the important need a full participation from both staff and management level in the computer and information system areas. Second, for each phrase of the systematic planning, the budget must be allocated when there was a real evidence of progress. Third, each project development must be implement strictly according to the plan approved earlier. Fourth, the need to have an independent group who must be free from the pressure of all parties internal and external.

SUGGESTIONS

Four important suggestions from the focus group for the computer labs to apply in many different situation in order to enhance the level of success. These suggestions gather from the feedback of focus groups who had a long experiences. First, staff in computer labs need to upgrade the computer rooms with new and updated software knowledge since there are new technology happen every year. Second, staff in the computer labs need to have special team at the computer labs to be able to manage the requests and complains from users and be able to solve problems as soon as possible. Third, staff in the computer labs need to provide the 24 hours of high speed and the stability of WIFI system all over campus. Fourth, staff in the computer labs need to upgrade the quality of services to be gain higher level of satisfaction from students, staff, and faculty members.

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

- [1] Bitner (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 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.
- [2] Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", Journal of Marketing Research, 2(8), 244-249.
- [3] Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", Journal of Abnormal and Social Psychology, 66(2),
- [4] Edvardsson, B., A. Gustafsson, et al. (2000). New Service Development and Innovation in the New Economy. Lund, Studentlitteratur.
- [5] 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.
- [6] Oliver H.M. Yau & Hanming You (1994). Consumer Behavior in China: Customer Satisfaction and Cultural Values. Taylor & Francis, p.17 .
- [7] Reginald M. Peyton, Sarah Pitts, & Rob H. Kamery (2003), "Consumer
- [8] 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.42.
- [9] 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.
- [10] 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.
- [11] 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.
- [12] 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.

- [13] 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.
- [14] 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.
- [15] 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.