

QUALITY ENHANCEMENT FOR ENGLISH POTENTIAL DEVELOPMENT TRAINING FOR STUDENTS.

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ABSTRACT

In modern world of education, English training is still one of the most important skills for Thai students who want to get a better jobs in international companies or to enter the international job market. To be able to communicate in English is one of the requirement skills to be success. Suan Sunandha Rajabhat University offered many English trainings every year and it is vital to monitoring its quality to enhance the English potential for students. The aims of this study were to enhance the quality of English training programs and to enhance the effectiveness of the process of English training program for students of Suan Sunandha Rajabhat University. In order to obtain the findings for research questions, this research focused the study by using quantitative research technique. The sample group consisted of 286 students both male and female individual who had experience in enrollment of English training. The study conducted at the first quarter of the year 2019 and the study areas was conducted at the main campus of Suan Sunandha Rajabhat University. The findings of the research revealed that there were five improvement of the English training. First, the process of conducting the training must be clear with listed objectives. Second, English training must be designed to fit with the needs and wants of the students. Third, the complaints from students must be handled properly. Fourth, the students' enrollment must be high enough to cover the costs. Finally, there was a constant monitoring and survey for the students' feedback.

Keywords: Quality Enhancement, Potential, Training Program

INTRODUCTION

It is an important fact that we live in the fast paces and rapid changing in small world or globalization. Many reports showed that it is necessary and important for any organization to be sustain their success to improve and develop their human capitals to be both more effectiveness and better monetary value. Due to the fact that the world is moving towards a learning organization and learning society, the management of Suan Sunandha Rajabhat University all agree that there must be a plan for improvement of the human capitals of students who undeniably will be the most important capital in future of Thailand. Therefore, it is imperative to develop a plan for enhancing students' potential in English communication skills in the training camps. Training camps, by far, is the most popular programs for student and also is one of the best ways to improve students' ability in English communication as well as social skills and academic experiences.

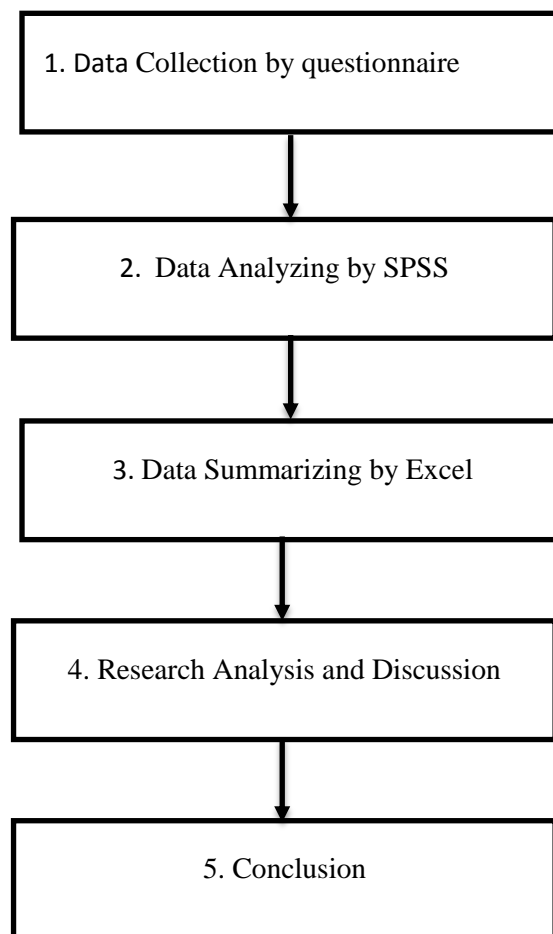
A number of theoretical and researches approaches have been debated about the level of satisfaction of students in campus of Thailand between its antecedents of training and level of satisfaction of students. Many theories have been used to understand from the perspectives of academics and faculty members by trying to make a clear distinguish between the gap of student's expectation and student's real experiences received from the training camps. It is

often use the SERVQUAL model to measure the level of satisfaction in the camps. Based on the model, service quality of the English camp can be measured by identifying the gaps between student's expectation of the services and their perception of the actual performance of service and the model is based on five dimensions of services. The first dimension of service is tangibility. This dimension refers to the physical characteristics associated with the service encounter. The example includes interior design, training room decoration, and appearance of trainers. The second dimension of service is reliability. This dimension refers to trainer's ability to deliver accurate and dependable knowledge. The third dimension of service is responsiveness. This dimension of service refers to the willingness of the trainers to assist its students by providing fast and efficient knowledge. The fourth dimension of service is assurance. This dimension of service refers to the trainers can provide a best training to students with supreme knowledge, expert, and trustworthy. The fifth dimension of service is empathy. This dimension of service is the trainer's readiness to provide each students with detail attention and personal service. All of these five dimension are supposed to increase student's level of satisfaction.

METHODOLOGY

This research utilized qualitative methodology. The conceptual framework of this research was demonstrated in Figure I.

Figure 1. Five Steps of Research Process



FINDINGS

The objective of this study was to investigate the ability of students' English potential development. This was a case study of Suan Sunandha Rajabhat University. The population of this study included all students of Suan Sunandha Rajabhat University who were enrolling and participated in training camps. This study was a mixed method of quantitative and qualitative study method, therefore, a total of 15 students was selected to be in a focus group. The findings of the study showed that the overall training camps provided the proper methods of learning and students had showed their improvement of their English and high interests in further studying in the future which is a good and positive results. The majority of students had reported high level of satisfaction of the training programs as well as knowledge and skills gained from the camps. Many suggestions from the students included there should be a pre-test and post-test to measure the English ability of students rather than the old fashion method of selection. Due to limited time at the training camps, to be more effective use of time and budget, the focus of training at the camp should be on both speaking and listening rather than reading and gramma parts.

TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. The first dimension of service is tangibility.	4.08	.8159	5
2. The second dimension of service is reliability.	4.30	.8111	3
3. The third dimension of service is responsiveness.	4.12	.8955	4
4. The fourth dimension of service is assurance.	4.55	.9871	1
5. The first dimension of service is empathy.	4.41	.7934	2

From table 1, the fourth dimension of service which is assurance was rated as number one with a mean of 4.55 and standard deviation of .9871. The fifth dimension of service which is empathy was rated as number two with a mean of 4.41 and standard deviation of .7934. The second dimension of service which is reliability was rated as number three with a mean of 4.30 and standard deviation of .8111. The fifth dimension of service which is empathy was rated as number two with a mean of 4.12 and standard deviation of .8955. Finally, the first dimension of service which is tangible was rated as number five with a mean of 4.08 and standard deviation of .8159.

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