THE IMPROVEMENT OF EMPLOYEE TRAINING AT SUAN SUNANDHA RAJABAHT UNIVERSITY THAT AFFECTING THE WORK PERFORMANCE EFFECTIVENESS.

Ms. 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

Employee training is one of the most important ways to enhance its work performance effectiveness in campus. It is imperative to offer new ways to enhance the quality of employee training in campus that aims not only to reduce cost and time but also to enhance the quality and results in better productivity and higher performance. The objectives of this research were to investigate the attitudes of employees who registered for training programs and to examine ways to improve the employee trainings at Suan Sunandha Rajabhat University that affecting the work performance effectiveness as well as to offer some valuable suggestions to improve the level of quality for employee trainings in campus. To reach out for the answers and the findings, the quantitative research method was utilized with 332 university employees who had experiences with many forms of trainings in Suan Sunandha Rajabhat University, Bangkok, Thailand. The questionnaires were used with a sample of groups of employees who were registered with many different forms training programs during fiscal year of 2018. The findings from with study revealed that there were positive attitudes and high expectation of employees before registered for the training. The majority of the employees, reported after the training, that most of the training method, format, quality, and topics had met with their expectation. Overall, they reported a very high level of satisfaction. Suggestions from the study included, first, there was a need to use more external trainers who possessed national and international qualifications. Second, there should be a mixed of training both in the classroom and there should be able to learn some materials online. Third, there should be a short process of registration and process of disbursement of training fees.

Keywords: Improvement, Training, Work Performance Effectiveness

INTRODUCTION

Improvement of employee training in Suan Sunandha Rajabhat University is essential for the success of the management of the university. It has been stated by many different studies that improvement of employee training demonstrated the direct results in high performance and high productivity, and high level of satisfaction in the working places. In fact, the improvement of employee training helps to increase employees' knowledge and skills and usually reduces conflicts and stress and simultaneously influences the communication between employees in each department as well as between employees and management level. Many studies in the past also indicated that employees usually experienced the booth up of their energy and get better motivation to achieve the target or the goals of the organization during the training and shortly after the training. In addition, confidence level of the majority of employees also often increased during the training and shortly after the training. Moreover, the ties of connection of employees often become strong

during the activities of training and require further development. Therefore, the advantages of training are not only the knowledge and skill enhancement, but also strong tie, connection, network, communication, morale, motivation and harmony. Certainly, Improvement of training program is vital for employees of Suan Sunandha Rajabhat University because it is the best time to redesign the training program to gain the maximum benefits directly and indirectly. In today's changing environment and highly competitive environment of higher education, delivering high performance and high productivity are the major key for a sustainable competitive advantage. Better designed training programs help employees gaining more confidence and better motivated and surely have a positive effect on an organization's profitability. High confident employees can be a foundation of business acumen and business success in the modern world. Since, the improvement of employee training is one of the most essential techniques to enhance its work performance effectiveness in campus of Suan Sunandha Rajabaht University. It is important to offer new technique to improve the quality of employee training that with the objectives not just to reduce cost and time but also to maximize the end results in better productivity and higher performance. Therefore, the author of this study is interesting in searching for the answer of this topic.

METHODOLOGY

This study is based on the questionnaire survey measurement technique. In order to gain the findings for this research study, there are five research processes: set up research questions and objectives, perform data collection, conduct data analysis, interpretation of finding, have discussion and generate conclusion. The purposes of this research were to investigate the attitudes of employees who registered for training programs and to examine ways to improve the employee trainings at Suan Sunandha Rajabhat University that affecting their daily work performance effectiveness as well as to offer some vital and useful suggestions to improve the level of quality for employee trainings in campus. To reach out for the answers and the findings, the quantitative research method was employed with 332 university employees who had direct experiences with many forms of training session in Suan Sunandha Rajabhat University, Bangkok, Thailand. Respondents were asked to answers all the questions with the five scales to rank the level of important or level of satisfaction. The questionnaires were used with a sample of groups of employees who were registered with many different forms training programs during fiscal year of 2018. The sample group were employees who enrolled in many training programs at the first quarter and second quarter of the year 2018 and were randomly interviewed via questionnaire. Data collection was elicited with questionnaire to get their data, vital opinions, and useful comments. Statistical description and analysis were done by utilizing both statistical SPSS program and Excel program. Percentage, mean, and standard deviation were used for data analysis and generated findings for discussion.

FINDINGS

TABLE 1. IMPROVEMENT OF TRAINING SESSIONS

	Mean	S.D.	Rank
Factors			
1. More variety of knowledge	4.12	0.981	1
2. Activities reinforcement	3.95	0.731	2
3. Better communication	3.81	0.790	3
4. Establish connection	3.77	0.894	4
5. Proper Business Acumen	3.52	0.678	5

From table 1, the participants revealed their information by ranking the five important training session. First, the participants ranked "more variety of knowledge" as number one with a mean of 4.12 and standard deviation of 0.981. Second, the participants ranked "activity reinforcement" as number two with a mean of 3.95 and standard deviation of 0.731. Third, the participants ranked "better communication" as number three with a mean of 3.81 and standard deviation of 0.790. Fourth, the participants ranked "Establish connection" as number four with a mean of 4.12 and standard deviation of 0.981. Finally, the participants ranked "proper business acumen" as number five with a mean of 3.52 and standard deviation of 0.678. The results from with study can also be reported that it was obvious that there were positive attitudes and high expectation of employees before registered for the training. The majority of the employees, reported after the training, that significant part of the training method, format, quality, knowledge, and learning topics meet with their expectation. Overall, the participants reported very high level of satisfaction from the training sessions offered to them in campus.

SUGGESTIONS

There are three important suggestions which can be summarized from the study. First, certainly there was a need to use more external trainers who must have high qualification and possessed national and international qualifications. Second, for every training session, there should be a mixed of trainings both in the classroom and there should be able to learn some materials online. Online learning must be advocated to be a significant part of training in class and at home. Third, there should be a short process of registration and process of disbursement of training fees. The designed for training programs and process of learning must be developed with the aims to maximize the benefits of the trainees.

ACKNOWLEDGEMENT

It is important to say a big thank to Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. Also, many thanks go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Finally, 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] Barbara Everitt Bryant & Claes Fornell (2005). "American Customer Satisfaction Index, Methodology", Report: April, 2005.123
- [2] Halil Nadiri and Kashif Hussain (2005), "Diagnosing the Zone of Tolerance for Hotel Services", Managing Service Quality, Vol.15, 3, p.261.
- [3] 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.
- [4] 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.
- [5] 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.

- [6] Paula A, Cauchick Miguel; Márcia Terra da Silva; Elias L. Chiosini, and Klaus Schützer.
- [7] 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.
- [8] 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.45.
- [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] 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.
- [15] Zeithaml, V.A. Berry, L.LO. 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.