

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

53e50a4fccdd5513cb00341474cca06dc7aad7515fc385873a2119da7b14ec8c

To view the reconstructed contents, please SCROLL DOWN to next page.

# **DEVELOPMENT OF REGISTRATION SYSTEM FOR SUAN SUNANDHA RAJABHAT UNIVERSITY PERSONAL ENGLISH TRAINING.**

**Mr. Supapat Sekthaweelarp & Asst. Prof. Phatthanan Hiranrithikorn**

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: supapat.se@ssru.ac.th & phatthanan.hi@ssru.ac.th*

## **ABSTRACT**

English training programs are so vital to the modern students of Suan Sunandha Rajabhat University. The success of English training programs depended on many factors such as the qualification of trainers, the readiness of students, and the organizing of staff and teamwork. However, one of the most important things that became the focus of this study was how to reduce many unnecessary steps and process of registration system for training programs. The objectives of this study were to examine the development of registration system of English training programs at Suan Sunandha Rajabhat University as well as to reduce unnecessary step and process and increase the level of satisfaction of register system. This was an action research which conducted during January to June 2019. Data collection was done by interviewing sample group of 20 students who were in English training program. The findings revealed that there were many problems that increase the setup time for registration. First, the computer hardware was an old model and did not allow students to access the modern registration web. Second, students did not know their level of English proficiency and did not take time to do the practice test which available online. Third, the program should have both Thai and English to ensure that students could understand how to follow the instructions. Fourth, the system development should be under google form. Finally, there were many steps that needed to be cut without losing the integrity of the format and system.

**Keywords:** English Training, Registration, System Development

## **INTRODUCTION**

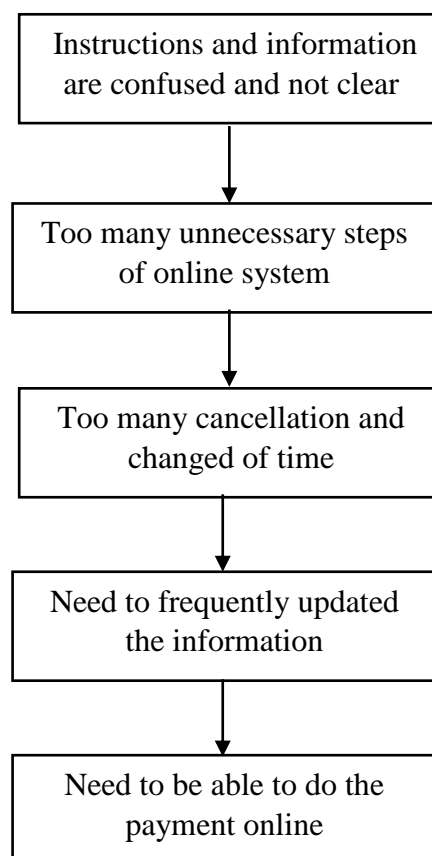
English training program is the main duty of Institution of Lifelong Learning Promotion and Creativity, Suan Sunandha Rajabhat University. The objectives of this institution are to provide the knowledge and skills of English communication to students, staff, and faculty members of the university. Therefore, there are test taking and English training programs all days and around the year. The registration is one of the most functions to contact with customers. The online system is the most effective systems to reduce time, cost, and conflicts of schedules and works. The majority of customers can contact the institution by webpage and registration online. Within a few minutes, customers can retrieve all available information and be able to select time and sessions that match with their requirement and expectation.

English training program is both necessary and important to development of the human capital of the university and should be considered as one of the most vital functions in campus. The management of English training program is the main duties of Institution of Lifelong Learning Promotion and Creativity. The tasks and the majority of the training

programs must be discussed and planned by top level of university management. Once it got approval then there is a need to have a plan to enhance the annual plan lay out for English proficiency for undergraduate students and graduate students. All students in the campus are required to take a proficiency English test, if the pass the certain level, they are not required to re-take the test. However, if the test score is below the acceptable level, they are required to re-take the test or get into the English training program. The English training programs are offered in 30 hours, 60 hours, and 90 hours program to suit with the need of the each students. Moreover, there are online English training program for specific need of students.

The success of English training programs depend on many important factors such as qualification of trainers, the modern of curriculum, the effectiveness of management, and the system of registration. The focus on this study is on the system of registration and how to enhance its quality to match with the changing requirements of the environment and taste of customers. From many findings and results of studies in the past, the weight of level of satisfaction was heavily determined by the contact with registration system online.

Fig 1. Five important problems of registration system



## METHODOLOGY

English training programs can be the strengths of Suan Sunandha Rajabhat University if the system can be effectively managed. In fact, the real and long-term success of English training programs depended on many factors such as the qualification of trainers, the modern facilities and equipment, the readiness of students, and the organizing of staff and teamwork. However, one of the most important things that became the focus of this study was how to reduce many unnecessary steps and process of the online registration system for English training programs. The objectives of this study were to conduct an in-depth interview to fully

understand and comprehend the development of registration system of English training programs at Suan Sunandha Rajabhat University as well as to offer guidelines and suggestions to improve the effectiveness of online registration system and at the same time raise the level of satisfaction of the online register system. This study was an action research which conducted during January to June 2019. Data collection was done by interviewing sample group of 20 students who were in English training program to elicit the insight information and suggestions from users.

## FINDINGS

**TABLE 1. IMPORTANCE OF FACTORS OF BETTER ONLINE REGISTRATION SYSTEM**

	Importance	Rank
Factors		
1. Easy to understand of instructions	95 percent	1
2. Reduce unnecessary steps and process	90 percent	2
3. Reduce No. of Schedule cancellations	85 percent	3
4. Updated time table and other vital information	75 percent	4
5. Offer the payment online and receipt online	70 percent	5

From table 1, Importance of factors of better online registration system, the findings revealed that the respondents had ranked the five factors by using their votes for each factor. First, the respondents voted that “Easy to understand of instruction” was important as number one factor of better online registration system with the votes of 95 percent. Second, the respondents voted that “Reduce unnecessary steps and process” was important as number two factor of better online registration system with the votes of 90 percent. Third, the respondents voted that “Reduce no. of schedule cancellation” was important as number three factor of better online registration system with the votes of 85 percent. Fourth, the respondents voted that “Updated time table and other vital information” was important as number four factor of better online registration system with the votes of 75 percent. Finally, fifth, the respondents voted that “Offer the payment online and receipt online” was important as number five factor of better online registration system with the votes of 70 percent.

The findings also showed that there were problems that affected the setup time for online registration. First, due to the old computer model, students did gain an access the modern registration web instantly. Second, due to the lack of level of English proficiency, students did not take time to do the practice test on time. Third, due to the unclear of both Thai and English in program, students could not understand how to follow the instructions. Fourth, due to the lack of using google form, students did not understand both the format and system.

## 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, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- [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), pp.151-156.
- [4] 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.
- [5] 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] 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.
- [7] Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- [8] 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.
- [9] Mohsin Asad; Ryan Chris (2005). "Service Quality Assessment of 4-staff hotels in Darwin, Northern Territory, Australia. (Buyers Guide)", *Journal of Hospitality and Tourism management*, April 01, 2005.
- [10] 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.
- [11] 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.
- [12] 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.
- [13] 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.
- [14] 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.
- [15] 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.

- [16] 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.
- [17] 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.
- [18] 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.
- [19] 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.