

THE STUDY OF EFFECTIVE COMPUTER TRAINING PROGRAMS.

Mr. Anothai Arunruang & Asst. Prof. Dr. Sirilak Ketchaya
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-mail: anothai.ar@ssru.ac.th, sirilak.ke@ssru.ac.th

ABSTRACT

Computer training is both necessary and vital to factor in modern day workplaces which can provide both skills and confidences for students, staff, and faculty members of the university to make them more valuable and allow them to do their jobs faster and more efficiently. Most of the jobs require intermediate to advanced computer skills. There are many different technique of trainings such as personal training, face to face training, and computer based training and each technique has both pros and cons. In general, computer training provides many kinds of knowledge, skills, information technology services, computer labs, trainings, internet, and modern facilities. Satisfaction in computer training programs is one of the most important feedback from trainees. Successful management of office of information technology often reflects the level of satisfaction of the students, staff, and faculty as the main users. The objectives of this research were to examine key factors of success that affected the high level of satisfaction of computer training from users' perspectives. A quantitative research was employed and was conducted by utilizing questionnaire interviewing with 100 students, 50 staff, and 50 faculty members who were enrolled in computer training. Statistical analysis was done by utilizing SPSS program. Mean, and standard deviation were used for data analysis and obtaining the findings. The findings of this study revealed that the majority of students had a high level of satisfaction on computer training programs but the staff and faculty members had a medium level of satisfaction. The key factors of success included the qualification of trainers, modern facility and equipment, flexible time of training, the method of assessment, and learning environment. Some important suggestions from this study included providing special course for professional technical IT training and Management, use high impact learning method, identify different needs of trainings for students, staff, and faculty members.

Keywords: Computer training, Information technology, Satisfaction, Feedback

INTRODUCTION

In the modern world of competitiveness, a higher education organization is in the position that need a continuous improvement of their knowledge and skills of its employees. Training programs are often offered by Suan Sunandha Rajabhat University to develop and enhance employees' knowledge and skills in the areas of English proficiency, Information Technology, new principles of management and administration and many new skills and knowledge as per their job requirements.

In today's competitive environment, to delivering best functions and job assignment to enhance the level of satisfaction of customers is the number one priority for a sustainable competitive advantages. One of the best measurements which have been accepted is the level of satisfaction. Higher and highest level of satisfaction, certainly, does have a major positive effect on an organization's productivity, morale, performance and finally profitability. The majority of satisfied trainees of training programs are the basic great foundation of any successful organization. Why? This is because there are many benefits directly link to

effective training to effective working and performing. The campus of Suan Sunandha Rajabht University and its training programs must able to provide many effective kinds of knowledge, skills, information technology services, computer labs, trainings, internet, and modern facilities. Successful training programs with high level of satisfaction often reflects in their feedback and suggestions. Therefore, the researcher was interested in studying the topic of effective computer training programs. It is hoped that the findings and suggestions from this study will be useful for the enhancing and developing training programs effectively in the campus of Suan Sunandha Rajabhat University and elsewhere.

METHODOLOGY

One of the best measurements of the effectiveness of computer training programs is the result of satisfaction survey. In fact, level of satisfaction in computer training programs is one of the most important feedback from trainees. Successful management of office of information technology often reflects the level of satisfaction of the students, staff, and faculty as the main users. High level of satisfaction is certainly a good news and any comments or suggestions should be heeded for the improvement. The purposes of this research study were to investigate different key factors of success that affected the high level of satisfaction of computer training from users' perspectives. To achieve the purposes, a quantitative research method was employed and was conducted by utilizing questionnaire interviewing with 100 students, 50 staff, and 50 faculty members who were enrolled in computer training during the year of 2019. Statistical analysis was done by utilizing SPSS program. Mean, and standard deviation were used for data analysis and obtaining the important findings.

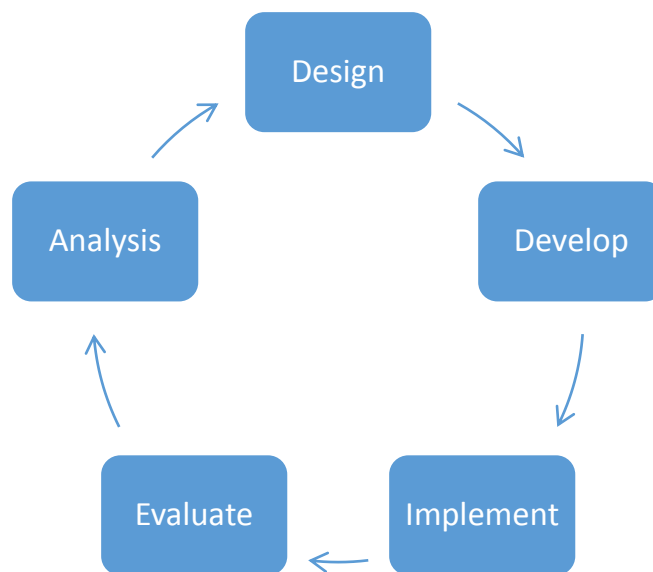
FINDINGS

TABLE 1. FACTORS TO INCREASE LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Active Learning skills	3.91	0.99	1
2. Service quality Skills	3.77	0.78	2
3. Problem solving skills	3.55	0.98	3
4. Information and technology Skills	3.41	0.79	4
5. Communication skills	3.38	0.92	5

From the survey of the respondents, it found that the majority of the respondents had high level of satisfaction. However, there were five factors of the training programs that contributing to the high level of satisfaction. First, the factor of active learning skill was rated number one with the mean of 3.91 and standard deviation of 0.99. Second, the factor of service quality skill was rated number two with the mean of 3.77 and standard deviation of 0.78. Third, the factor of problem solving skill was rated number three with the mean of 3.55 and standard deviation of 0.98. Third, the factor of information and technology skill was rated number four with the mean of 3.41 and standard deviation of 0.79. Finally, the factor of communication skill was rated number five with the mean of 3.38 and standard deviation of 0.92.

The findings of this study revealed that there were two direction of level of satisfaction, the majority of students had a high level of satisfaction on computer training programs but the staff and faculty members had a medium level of satisfaction. In fact, many other critical factors of success included the qualification of trainers, modern facility and equipment, flexible time of training, the method of assessment, and learning environment. Some valuable suggestions gained directly from respondents of this study included the need to offer special course for professional technical IT training and Management, promote the use high impact learning method, and use feedback to properly identify different needs of trainings for students, staff, and faculty members. Moreover, to be more effective, the training program should follow the five important steps.



The effective training programs must follow at least five steps. Step one is to perform the analysis of what the current situations and what is needed in the training program. Step two is to design learning principle and how to provide the format that easy to follow and power in the knowledge achievement. Step three is to develop learning objectives that we want the trainees to achieve with less time and less cost. Step four is to implement the training program with closely monitoring and constant feedbacks from the implement staff, trainers, and trainees. Finally, follow the process to conduct a new cycle and each round provides a better training session due to the continuous improvement from the cycle of improvement.

ACKNOWLEDGEMENT

I wish to express my sincere thanks to 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] Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, Spring, p. 129.
- [2] Bitner (1987), *Contextual Cues and Consumer Satisfaction: The role of physical surroundings and employee behaviours 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.
- [3] Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviours in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- [4] Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, 2(8), 244-249.
- [5] 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.
- [6] 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.
- [7] Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". *The Best on Quality*. 7: 165.
- [8] 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.
- [9] Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
- [10] 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.
- [11] 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.
- [12] 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.
- [13] 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.