SATISFACTION OF SYSTEM DEVELOPMENT FOR ONLINE TRAINING: A CASE OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

One of the important trends of a very competitive higher education is the offer online learning. Online training and learning are rapidly expanding in higher education all over the world. On line training can be a course or program delivered completely online which is generally self-pace and customizable to fit with individual specific learning needs. Students can learn anywhere and anytime. In other words, students can learn out of classroom. Suan Suandha Rajabht University are creating many important online trainings and learnings to student population that aims to promote student learning opportunities, experience, and effectiveness. Students' satisfaction with online training needed to be measured the corrected way with feedback survey and assessment. The objectives for this study were to determine to what degree students were satisfied with campus online training as well as to provide suggestions to enhance satisfaction in campus online training. This was a case of students in Suan Sunandha Rajabhat University. A quantitative research method was conducted with the using five Likert scales questionnaire. A total of 200 students who regularly enrolled in campus online training during the semester 1 of the year 2019. Sample groups were selected randomly. The findings of this study indicated that students' level of satisfaction of online training were high but not very high. However, the overall level of satisfaction of students depended on some vital factors such as clear objective, fair evaluated, interesting material covered, video supplement, and good technical support. However, there were some weaknesses of online training such as there is no student and faculty interaction, no peer interaction, and no intellectual stimulation.

Keyword: Online Training and Learning, Students' satisfaction, Assessment

INTRODUCTION

To respond to the global and domestic competition in higher education in the era of disruptive technology, it is important to understand changing customers' needs, improve efficiency of teaching and learning, and implementing new teaching tools to achieve competitive advantage. Adopting new teaching and learning system like online training is always accompanied with resistance to change in every organization which frequently causes failure to realize expected benefits. This study highlighted the level of satisfaction as one of the most important key in managing and introduce new system of learning online.

One of the best measurements to understand what online training can do to improve their knowledge and skills is to use the survey of level of satisfaction and to gain current feedback information. In fact, level of satisfaction is considered by many researchers and expersts as one of the most important measurements in modern of business and economics. It is firmly believed that high level of satisfaction often lead to customer loyalty. The high level of satisfaction is about 4 out of 5 points in the Likert Scales measurement. The total score of

4.5 out of 5 is considered as very high level of satisfaction. In fact, from many studies, highly satisfied customers will be insinuating three things. First, highly satisfied customers will be loyal customer who will be back to purchase and repurchase the goods and services again and again. Second, loyal customer is, more often than not, willingly to spread free and powerful advertising, positive words of mouth to his or her friends, family members, and close associates. Third, loyal customer is willing to share positive experience and insight information about the goods and services to others. In today's high level of competitive environment, higher education organizations feel the need to delivering online training with quality service to enhance the level of satisfaction of customers or mainly their students. The researcher is interested in studying the level of satisfaction of online training, a case of Suan Sunandha Rajabhat University. It is hoped that the findings of this survey will benefits the improvement of Suan Sunandha Rajabhat University and others.

METHODOLOGY

As we are approaching to maturity of disruptive technology era, one of the important trends of a highly competitive higher education is the available of online learning. In fact, online training and learning are rapidly expanding as a mixed with traditional learning method in many higher educations in Thailand and all over the world. The objectives for this study were to determine to what degree students were satisfied with campus online training as well as to provide suggestions to enhance satisfaction in campus online training. This study of online learning was conducted for the benefits of improving the process for students and it was a case of students in Suan Sunandha Rajabhat University. A quantitative research method was conducted with the using five Likert scales questionnaire. Sample groups were selected randomly. Specific tailored questionnaire was designed and developed for data collection. A total of 200 students who regularly enrolled in campus online training during the semester 1 of the year 2019.

Fig. 1 the Process of Research

Statement of problems → Research purposes → Data collection and analysis → Findings/ discussion → Sharing findings

FINDINGS

Table 1. Ten important factors contributing to students' satisfaction

No.	Factor	Rank
1	Interesting feature of online applications	1
2	Attractiveness of training topics	2
3	Complication of online system	3
4	Easy access to the system online	4
5	Convenient operating hours	5
6	Individual attention of service from staff	6
7	Flexible assignment and assessment	7
8	Stability of the online system	8
9	Providing detailed of activities and process	9
10	Security of online system	10

From the interview with a variety of respondents in campus, the list of top ten factors that need to be concerned when select the measurement to evaluate trainee's satisfaction in campus activities. The majority of respondents had ranked top ten factors as: Interesting features of online applications, Attractiveness of training topics, Complication of online system, Easy access to the system online, Convenient operating hours, individual attention of service from staff, Flexible assignment and assessment, Stability of the online system, Providing detailed of activities and process, and security of online system.

The findings of the qualitative study can be reported that the respondents' overall level of satisfaction were linked with the level of involvement, engagement, and participation in training experiences in campus activities. The fact remained that more, the respondents have involved, engaged, and participated, the higher level of satisfaction from the overall respondents in the survey in campus. Moreover, the findings of this study indicated that students' level of satisfaction of online training were high and in good standing. However, the overall level of satisfaction of students depended on some major issues and some vital factors such as clear objective, fair evaluated, interesting material covered, video supplement, and good technical support. However, there were some weaknesses that can be reported from the feedback of online training such as there is no trainers and trainees' interaction, no peer interaction, and no intellectual stimulation.

SUGGESTIONS

From the study of this topic, there are many important suggestion directly from the respondents. There are at least five vital suggestions for enhancing online training quality and efficiency in campus. First is to allow trainees' engagement of choosing and suggesting topics of training and the objectives and the scopes of activities. It is important to allow trainees to decide what they want and need as much as possible. Second is to encourage high level of participation in the use of online system. It is important to provide them a special sample of online learning for their first time participation online training and encourage as much as students, staff, and faculty members to do so. Third is to focus on positive attitudes of trainees who might be students, staff, and faculty members in the campus. Positive attitude about the benefits of online learning in campus will be the future of learning and teaching. Fourth is to obtain feedback from trainees and use this valuable information to make an adjustment and improvement. Finally is to be able to validate the success of online training in terms of productivity, profitability, and organization's growth.

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