ENHANCEMENT OF SATISFACTION LEVEL OF USING COMPUTER LABORATORY.

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ABSTRACT

For every service, the level of satisfaction is one of the most important measurement and feedback for the service providers to find the best way for service quality improvement. The computer lab of Suan Sunandha Rajabhat University provides the services for students, staff, and faculty members all year round. In modern education, service quality of computer lab is an essential ingredients of the overall service of the university. In fact, it is imperative for the computer labs to improve human resources by learning specific knowledge and skills to improve service quality. The main purposes of this study were to investigate the level of satisfaction of using computer labs from three major groups: students, staff, and faculty members.

This research study employed a quantitative research which using the specially designed questionnaire to interview with three different groups: students, staff, and faculty members. Fifty of each group were selected from the regular users of computer lab and they would be asked to provide detailed information. Data collection, from these samples started at semester one of year 2019. The findings of the research can be reported that there were high level of satisfaction from students, but only medium level of satisfaction from staff and faculty members. Certainly, there was a need to have quality improvement for lab assistants to be more professional and to provide new better services.

 Suggestions from the findings and discussion included four methods. First is to making training with flexible times and schedules. Second is to keep high level of enthusiasm during the training. Third is to encourage more participation from audiences. Finally, is to survey feedback and use information to improve the service quality constantly.

Keyword: Service Quality, Computer Labs, Satisfaction

INTRODUCTION

Service quality enhancement and development for computer labs has been regarded as one of the most important factors of higher education organization due to its vital relationship with the image of education system and its quality of training, particularly in the Rajabhat University. The image of modern computer labs and its stage of art quality services are often considered as a vital component to the achievement and success of the university. It is considered as priority factor for the higher education organization to have strong image of sophisticated computer labs system and process of trainings. In additions, good quality of service will have long term positive influence on better image by elevating the quality services base of the business organization in a sustainable way.

For the most part, every service in campus, the level of satisfaction is one of the most important measurement and valuable feedback for the service providers to find the best possible way for service quality improvement. The computer lab of Suan Sunandha Rajabhat University is one of the most important offices that provides the services for students, staff, and faculty members all year round. In modern higher education, high standard of service quality of

computer lab is an essential ingredients of the strong image of overall service of the university. In fact, it is imperative for the computer labs to improve human resources by learning specific knowledge and skills to improve service quality. High level and regular training sessions must be offered to staff in the computer labs to allow them to be sharp and ready to updated new information technology to other staff, students, and faculty members in the campus.

According to many researchers' view, service quality means "ability to offer high standard of expected services". It is certainly a mark of uncompromising activities and high achievement to provide customers with high standard of quality to exceed their expectation. In everyday reality, there are some discrepancy and differences between reality and expectation. However, in most higher education organizations, service quality and image of service quality can be properly defined as "the highest satisfaction of the receivers or customers". Service quality improvement for computer labs at Suan Sunandha Rajabhat University was essential and under the supervision of top management as well as stakeholders of the university. It is, in fact, important to pay heed to the survey of the level of satisfaction in this area.

METHODOLOGY

The process of this research included identify the current statement of problems, set up research objectives, design and develop data collection and data analysis, reach the findings & reporting and sharing findings with suggestions. The main objectives of this study were to examine the level of satisfaction of using computer labs from three major groups in the campus: students, staff, and faculty members. This research study employed a quantitative research which using the specially designed questionnaire to interview with three different groups in the campus: students, staff, and faculty members. For sample group, fifty of each group were selected from the regular users of computer lab and they would be asked to provide detailed information. Data collection from these samples started at semester one of year 2019. Level of satisfaction and direct feedback is a crucial factor in service quality improvement as well as business success in the sustainable way. The fact is that the higher of satisfaction may reflect the higher the performance of the business, but there are some costs of improving level of satisfaction. The survey of level of satisfaction also provide the real feedback and barriers to improve level of satisfaction.

FINDINGS

The present day of university environment is becoming more competitive and challenging now more than ever. The research of service quality improvement for computer labs and its measurement are essential means for prosperity and long term success. Intensified competition among service quality has pressurized many higher education organizations to be more attentive to quality improvement rendered to their students, staff, faculty members and stakeholders. The findings of the research can be reported that there were high level of satisfaction from students, but only medium level of satisfaction from staff and faculty members. Certainly, there was a need to have quality improvement for lab assistants to be more professional and to provide new better services.

Through many researches on the level of satisfaction on service quality of using facilities and computer labs in campus, the majority of the feedback were important for the enhancement of the service improvement and extension. The survey researches often help to understand some or several potential barriers to obtain the high level of satisfaction from the respondents. The main barriers to the high level of satisfaction can be summarized as follows:

1. Lack of the top management or executives and there was no strong corporate culture to support the special policy and special projects in the long run.
2. Inadequate authority of the front line manager and supervisors to respond to ongoing problems or issues.
3. Lack of proper and regular training for the staff and trainers in the computer labs which not be able to offer some new facilities, new applications, and new skills and knowledge.
4. Since the new policy often come without the proper appropriated budget and there were problems of high cost of implement any extended services and operating hours.
5. Unrealistic requests from both trainers and trainees in terms of budget, time, and resources. Any requests must be approved from the top level of management which often takes time to approve.

SUGGESTIONS

Suggestions from the feedback of the respondents and from findings and discussion included four steps. First is to making training with flexible times and schedules. Second is to keep high level of enthusiasm during the training. Third is to encourage more participation from audiences. Finally, is to survey feedback and use information to improve the service quality constantly.

Moreover, there are three recommendations to do in order to improve the level of high standard quality service. First is to have serious top management commitment and leadership. Some senior management often created a big plan for improvement and implementation after a while, there is no commitment and ignoring element necessary for success. Direct and active participation from top management is essential influences for the long term success. Second is to have effective communication level. To offer the best possible service quality, it often have many incidents and problem to be solved. Therefore, the fast, high speed of two ways communication must be a strategic driven. The communication process is one of the most neglected and often create unnecessary more problems resulting in confusion and loss of interest to provide the best quality services. Finally, teamwork and cooperation from all staff is critical for the enhancing of service quality. The best and ultimate way of team approach is to get everyone involved with the process of service quality. In fact, most of the problems in service process are the same routine problem. By having strong teamwork, better communication, and support from top management, it is possible the university can offer better service quality both in the short run and in the long run.

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