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THE LEVEL OF SATISFACTION OF INFORMATION AND COMMUNICATION TECHNOLOGY: A CASE STUDY OF STUDENTS IN SUAN SUNANDHA RAJABHAT UNIVERSITY.

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ABSTRACT

The level of satisfaction is a very important concept that modern higher education organization must understand if they want to remain competitive and grow. In today's competitive environment information and communication technology is one of vital key of successes for students. In fact, high level of satisfaction does have a positive effect on the image and the future success of the organization in the campus of Suan Sunandha Rajabhat University. The aims of this research study were to examine the management of Information and Communication Technology, Suan Sunandha Rajabhat University as well as to survey their level of satisfaction of organization. The population of the study included all 29,900 students, faculty and staff members of Suan Sunandha Rajabhat University. However, from Taro Yamane method, the sample size was calculated to be 400 from first quarter of the year of 2019.

Statistical analysis was conducted with the uses of SPSS program. The dependent variable was the respondents' satisfaction. The independent variables, however, were quality of teaching, material of learning, method of learning, time and schedule, usefulness of training, and the level of difficulty of information and communication technology. Mean and standard deviation as well as t-test were utilized as the key analysis and generate the table. The findings from quantitative method were reported that there was a high level of overall satisfaction for the management of information and communication technology. Moreover, the five independent variables were directly and positively affected the factors of success were as follows: convenience of time & schedules, interactive design, modern facilities & equipment, knowledgeable staff, and accessibility of services.

Keyword: Information and Communication Technology, Satisfaction, Higher Education

INTRODUCTION

We are living in the disruptive technology that have a high impact on every industry. Higher education industry in Thailand as well as in the globalization also have impacts from disruptive technology and other changing factors in the world. The number of student enrollment in every university in the world as well as in Thailand have dramatically declined due to five important factors. First, world is changing in to aging society. There are increasingly more number of senior citizens than the working citizens and the younger citizens. The number of birth rates overall started to decline or lower growth rate than in the past. This means the number of students to enter the university level is declining. Second, the trend of pursuing the higher education for many master degrees and Ph.D. degrees are declining. Third, many knowledge are available online and on the internet. Anyone can get access to these knowledge simply by go online rather than being a students in class or study in the old style library. Fourth, the new generation of work forces and many modern organizations do not expect high education but to have sufficient knowledge from high school and get training in-house. Forth,

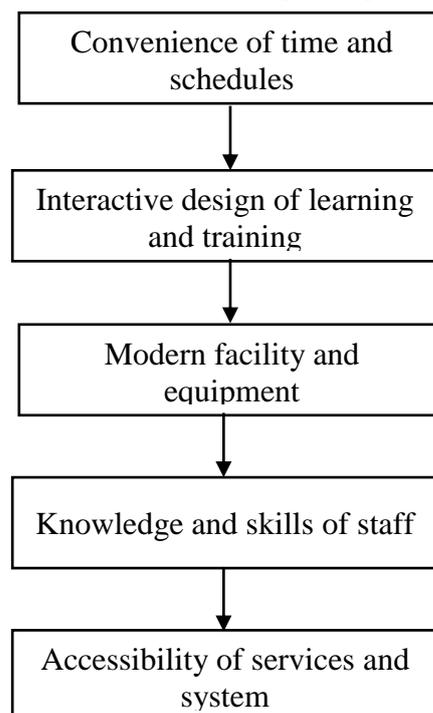
the new generation learning behavior become more independent and prefer to study online and on internet without the need for certificate to confirm their knowledge and skills.

In the modern days of the higher education all over the world, it is important to treat students as customers. In other words, university cannot take students as granted as before. Students are important customers and without customers, university cannot exist and growth. Therefore, if students are customers, there are needs to survey their demand, needs, and wants as well as to survey their feedback of the services and academic providing from the university. The level of satisfaction is one of the most important feedback from customers. It will help the university to make any adjustment and improvement to enhance level of general services and academic services to ensure high level of satisfaction. However, the focus of this study will be on the information and communication technology of Suan Sunandha Rajabhat University, Bangkok, Thailand.

METHODOLOGY

The process of this study was conducted by using quantitative research method. The objectives of this research study were to investigate to understand the current situation of the management of Information and Communication Technology, Suan Sunandha Rajabhat University as well as to survey their level of satisfaction of organization to gain the proper feedback from students. The population of the study included all 29,900 current students, faculty and staff members of Suan Sunandha Rajabhat University. However, from Taro Yamane method, the sample size was calculated to be 400 from first quarter of the year of 2019. Statistical analysis was conducted with the benefits of Excel program and SPSS program. While the dependent variable was the respondents' satisfaction, the independent variables, however, were quality of teaching, material of learning, method of learning, time and schedule, usefulness of training, and the level of difficulty of information and communication technology. Mean and standard deviation as well as t-test were utilized as the key analysis and generate the table.

Fig 1. Five important factors contributing to high level of satisfaction



FINDINGS

The survey study revealed the means and standard deviation from 400 sample groups. The findings from quantitative method were reported that there was a high level of overall satisfaction for the management of information and communication technology. Moreover, the five independent variables were directly and positively affected the factors of success were as follows: convenience of time & schedules, interactive design, modern facilities & equipment, knowledgeable staff, and accessibility of services. From table 1, the five important factors can be ranked its importance according to their mean value. First, convenience of time and schedules was ranked as number one with the mean of 3.97 and standard deviation of 0.994. Second, interactive design of learning and training was ranked as number two with the mean of 3.81 and standard deviation of 0.974. Third, modern facility and equipment was ranked as number three with the mean of 3.69 and standard deviation of 0.748. Fourth, knowledge and skills of staff was ranked as number four with the mean of 3.57 and standard deviation of 0.993. Finally, accessibility of services and system was ranked as number five with the mean of 3.54 and standard deviation of 0.908.

TABLE 1. IMPORTANCE OF FACTORS CONTRIBUTING TO LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Convenience of time and schedules	3.97	0.994	1
2. Interactive design of learning and training	3.81	0.974	2
3. Modern facility and equipment	3.69	0.748	3
4. Knowledge and skills of staff	3.57	0.993	4
5. Accessibility of services and system	3.54	0.908	5

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