

STUDY OF STUDENT SATISFACTION WITH ONLINE LEARNING DOCTOR OF BUSINESS ADMINISTRATION PROGRAM COLLEGE OF LOGISTICS AND SUPPLY CHAIN

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ABSTRACT

The objectives of this research are 1) to study student's satisfaction levels with online learning; of students of the College of Logistics and Supply Chain 2) to compare the satisfaction of students of the College of Logistics and Supply Chain

Towards online learning, classified by gender, age, grade level, equipment used in online learning, learning system, internet system used, and place used for online learning 3) To study the management of online learning. of students of the College of Logistics and Supply Chain In terms of problems, obstacles, and suggestions in organizing online learning. Sample group used for study

This time includes 30 students from the College of Logistics and Supply Chain, semester 1, academic year 2022, which were obtained from cluster random sampling by using year as the random unit (Chertsak Kowasin, 2002) The instrument used to collect data was a questionnaire created by the researcher himself. and analyze the data using frequency distribution. average percentage and standard deviation Use t-test and analysis of variance.

Keyword: e-Learning, Satisfaction

INTRODUCTION

At present, with the COVID-19 epidemic situation. This has resulted in the postponement of the opening of educational institutions and the prevalence of online learning management methods through the internet network. and information has increased greatly. Therefore, teachers, as the person who transmits knowledge to students, are adapting. and prepare skills to deal with new learning management methods in a timely manner always ready to accept uncertain situations that may occur. Skills in organizing learning through the internet or various operating systems, that relies on classroom management which is different from normal classrooms in the university Teachers' knowledge transfer skills are extremely important in teaching and learning. Whether it is lesson plans, teaching media, and classroom management through the online network.

Online teaching and online teaching are considered another form of educational innovation. which can change the way of studying in the traditional way Let it be a new study, that uses technology to help teach. In addition, another meaning in one also means distance learning, web-based learning as well and will be studied via the internet. It is in the form of a computer. It uses modern technology. It added to the internet network create high-quality interactive education without the need to travel It is convenient and can be accessed quickly, anywhere, anytime, creating education, (Teacher skills and online learning management in the new era, 2020).

Due to the crisis of the covid-19 virus outbreak, the College of Logistics and Supply Chain, Teaching must be adjusted from classroom teaching. It is taught through an online system. It make, teachers and personnel and students will have to change their study behavior in a new way. In order for the teaching and learning process to proceed smoothly and efficiently. From the above problems, the researcher is interested in studying student satisfaction with online teaching. Student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain lead to the improvement and correction of online teaching and

learning to be appropriate and consistent with the current situation. It can also lead to full online teaching and learning in the future.

Content scope

This research focuses on regarding student satisfaction with online learning arrangements for students, student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain in 4 areas as follows:

1. Content and learning management
2. Teacher's presentation media
3. Learning activities
4. Examination

OBJECTIVE OF THE RESEARCH

In this study, the researcher has determined the objectives of the study as follows.

1. To study the level of satisfaction of students with online learning. of students, student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain
2. To compare student's satisfaction with online learning. Doctor of Business Administration Program College of Logistics and Supply Chain towards online learning, classified by gender, age, grade level, equipment used in online learning The system used to study Internet system used and places used for online learning
3. To study online learning management, student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain In terms of problems, obstacles, and suggestions in organizing online learning 3

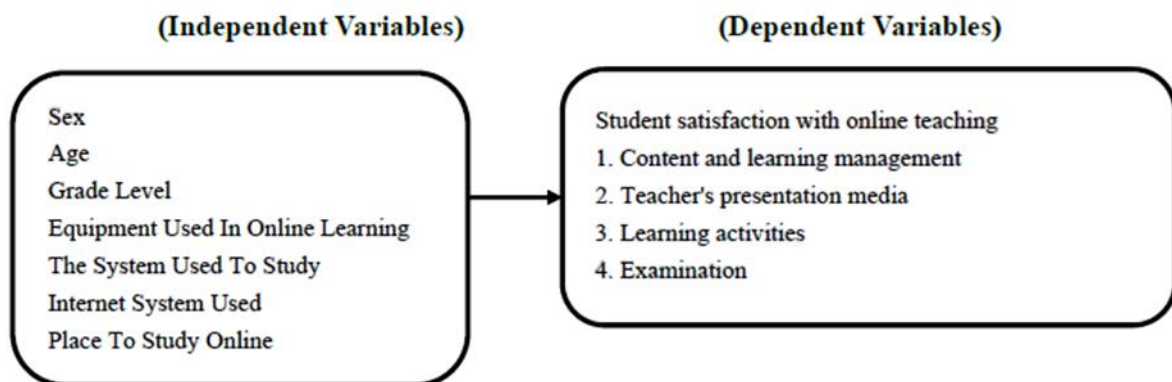


Figure 1 : Research Conceptual Framework

RELATED CONCEPTS, THEORIES AND RESEARCH

Anant Rattanathirakul (2010:15) gave the meaning of Online learning is teaching through electronic media. Whether it is radio broadcasting Television CD-ROM/DVD-ROM Internet network extranet network Internet networks, satellites, mobile phones PDAs or various wireless devices. The students can learn to develop themselves at their own pace. Anywhere, anytime Through the website in multimedia format Whether the message Sounds, animations, and videos, and users can interact as if they were studying in a regular classroom, truly reducing the gap in education. Make it possible for everyone to learn equally 24 hours a day.

Saowakon Kongsuk (2005) gave the meaning of the Internet as It is a group of many subnetworks of computers connected together under a standard communication protocol. The same until it is a large computer network society in which each computer in the network can send

information in various formats such as letters, images, sounds, as well as being able to search for information from various sources. on the internet quickly 8

Chattrarat Hotrawaisaya (2023) said Study of competitiveness in transportation services of freight forwarding companies. The sample group is freight transport users in Bangkok and surrounding areas according to the concept of Roscoe (1969) at a significance level of 0.05, resulting in a sample size of 400. A questionnaire was used as a research tool. The quality of the questionnaire instrument was tested. Statistics used in data analysis include: 1) Descriptive statistics, which consists of frequency distribution and percentage to explain the characteristics of people who have used the internet and ordered food online in the province. Nakhon Pathom 2) Basic statistics include the arithmetic mean. and standard deviation. The research results found that Users of freight transport services in Bangkok and surrounding areas There was a level of opinion regarding the competitiveness of the freight transport service. It was found that the competitive ability of the freight transport service was at a high level ($\bar{x} = 3.80$, $SD. = 0.98$) with the mean The highest is the cost side, followed by the delivery process side. Response to customers and service quality respectively

RESEARCH METHODOLOGY

How to conduct research on Student satisfaction with learning. Student satisfaction with online learning. Doctor of Business Administration Program College of Logistics and Supply Chain The details are as follows:

4.1 Population used in the study

Population: students, student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain, Semester 1, academic year 2022, total number of students 29 people.

4.2 Sample group used in research

Sample group from the number of students, student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain, Semester 1, Academic Year 2022

The total number was 29 people, which was carried out using a cluster sampling method. By using layers and Year is a random unit. The sample group consisted of 8 students with code 63, 11 students with code 64, and 10 students with code 65.

4.3 Tools used in the research

The tool used to collect data in this research is the creation of a questionnaire which has the steps for creating the tool as follows.

Part 1 is a questionnaire regarding general information of the respondent. There are 7 checklist questions including gender, age, grade level, equipment used in online learning. The system used to study Internet system used and places used in online learning.

Part 2 is a question about students' opinions on online learning. Student satisfaction with online learning Doctor of Business Administration Program College of Logistics and Supply Chain The nature of the questions is a 5-level rating scale, divided into 4 areas: content and learning management. Presentation media Learning activities and examination.

4.4 creating research tools

Creation of the tools used in this research Has proceeded as follows:

1) Study documents and research reports It is a study of theories, concepts, and principles related to students' online learning. Student satisfaction with online learning. Doctor of Business Administration Program College of Logistics and Supply Chain

2) Use the information obtained from the research to create a questionnaire. and have 3 experts check and consider the accuracy by experts who checked the accuracy of the questionnaire content (IOC)

3) The data obtained from experts were analyzed to find the average of the questionnaires. By selecting items with an average of 0.50 and above, it was found that the lowest consistency index was 0.67 and the highest consistency index was 1, and the questions were revised to be

complete according to the recommendations of the expert's consideration results. Before using it for testing Number of 30 people to analyze the confidence value of the questionnaire using Cronbach's formula to calculate the coefficient alpha.

4) Take the questionnaire to find the confidence value. (Reliability) of the entire edition by finding coefficient values. Alpha (Alpha Coefficient) according to the Cronbach method, obtained a questionnaire confidence value of 0.898 which passes the criteria and can be used as a tool for collecting data.

4.5 Data collection

The researcher has collected data. In order of the following steps

1) Process steps The researcher gave the questionnaire to the sample group. are students in the Doctor of Business Administration program Logistics and Supply Chain Management major Ratchasuan Sunandha University according to the sample size of each year, 29 copies, by giving the questionnaire to representatives of each year along with explaining the purpose. of the study to be informed and request the questionnaire back on July 30, 2021

2) Data collection process: On August 30, 2021, the researcher collected Questionnaire from sample group Then use it to analyze with a statistical package.

4.6 Data analysis

Once the data collection has been completed In preparing the data, the researcher proceeded as follows.

1) Analysis of general information of respondents, classified by gender, age, grade level, equipment used in online learning. The system used to study Internet system used Places used for online learning

2) Analyze the level of student satisfaction with online learning. of the Doctor of Business Administration program Logistics and Supply Chain Management major Rajasuan Sunandha University By finding the mean and standard deviation.

3) Compare students' satisfaction levels with online learning. of the Doctor of Business Administration program Logistics and Supply Chain Management major Rajasuan Sunandha University with 2 groups of variables, namely gender, was analyzed using the scores (Independent Samples t-test). When differences in means in each area were found, pairwise comparisons were made using the LSD method.

4) Compare students' satisfaction levels with online learning. of students of the College of Logistics and Supply Chain with more than 2 groups of variables, including age, grade level, equipment used in online learning The system used to study Internet system used and places used in online learning by one-way analysis of variance.

Criteria used to interpret the mean The criteria have been set as follows.

An average of 4.21 – 5.00 means satisfaction is at the highest level.

An average of 3.41 – 4.20 means there is a high level of satisfaction.

An average of 2.61 – 3.40 means satisfaction is at a moderate level.

An average of 1.81 – 2.60 means there is a low level of satisfaction.

An average of 1.00 – 1.80 means satisfaction is at the lowest level.

Suggestions that are open-ended questions Use content analysis By arranging the answers to the same topic. Then enumerate frequencies, find percentages, and present the data in tables with explanations.

RESULTS

Presentation of data analysis results The researcher carried out the work using a statistical computer program. Analyze and classify the analysis results into sections as follows.

Part 1 Results of general data analysis of respondents. Data used for analysis It is details about the status of the respondents classified by gender, age, grade level, equipment used in online learning. The system used to study Inter system used and places used in online learning

The number and percentage of respondents classified by gender found that there were 18 females, or 62.10 percent, which was more than 11 males, or 37.90 percent, respectively.

The number and percentage of respondents classified by age were found to be Most respondents were 25-30years old, accounting for 40.00percent, followed by those aged 30-40years, accounting for 34.50percent, and those aged 41years and over, accounting for 25.50percent, respectively.

The number and percentage of respondents classified by grade level were found to be Most year levels There were 11people at the code 64level, accounting for 40.00percent, followed by 10people at the code 65level, accounting for 32.50percent, and 8people at the code 63level, accounting for 27.50percent, respectively.

The number and percentage of respondents classified by equipment used for learning were found to be Most of the equipment used in online learning There were notebook computers (Notebooks), 15people, accounting for 52.00percent, followed by computers (PCs), 8people, accounting for 27.50percent, and iPads/tablets, 6people, accounting for 20.50percent, respectively.

The number and percentage of respondents classified according to the system used for learning found that the system used for learning was mostly wifi, 18people, accounting for 61.50percent, followed by 5G, 6people, accounting for 21.00percent, and 5G, the number 6people, accounting for percentage 17.50respectively

The number and percentage of respondents classified by internet system were found to be The internet system used is mainly TRUE, 10people, accounting for 34.50percent, followed by TOT, 8people, accounting for 27.00percent, DTAC, 6people, accounting for 21.00percent, and Ais, 5people, accounting for 17.50percent, respectively.

The number and percentage of respondents classified by internet system found that the location used for online learning was mostly home, 18 people, calculated as 61.50 percent, dormitory, 6 people, calculated as 21.00 percent, and others, calculated as percent. 17.50 respectively

Part 2 analyzes student satisfaction with online learning for Doctor of Business Administration students. Logistics and Supply Chain Management major Rajasuan Sunandha University, mean () Logistics and Supply Chain Management major Rajasuan Sunandha University In terms of content and learning management

It was found that Student satisfaction with online learning among students in the Doctor of Business Administration program. Logistics and Supply Chain Management major Rajasuan Sunandha University In terms of content and learning management, overall, it is at a high level ($\bar{x} = 3.54$, S.D. = 0.704) and if considered individually, it is found that all 4items are at a high level. The item with the highest average is 1.1. The content is concise and clear. Easy to understand ($\bar{x} = 3.57$, S.D. = 0.090) and Item 1.2, the level of difficulty of online learning content ($\bar{x} = 3.57$, S.D. = 0.868), followed by Item 1.4, content that uses language that is The meaning is clearly conveyed and Suitable for students ($\bar{x} = 3.52$, S.D. = 0.857) and the item with the lowest value is item 1.3. The amount of content on each topic is appropriate for the time spent on it. Online learning ($\bar{x} = 3.50$, S.D. = 1.000)

Student satisfaction with online learning among students in the curriculum Doctor of Business Administration Logistics and Supply Chain Management major Rajasuan Sunandha University The teacher's presentation media Overall, it is at a high level ($\bar{x} = 3.51$, S.D. = 0.916) and if considered individually, it is found that all 4 items are at a high level. The item with the highest average value is item 2.4. The consistency of the image and content can be conveyed. The meaning is good ($\bar{x} = 3.58$, S.D. = 0.880), followed by item 2.3, the font size and font style are easy to read and beautiful ($\bar{x} = 3.58$, S.D. = 0.984), and the item with the lowest average is Item 2.2 The voice used by the teacher is clear ($X = 3.37$, S.D. = 0.929)

DISCUSSION

From a study of the satisfaction of students in the Doctor of Business Administration program. Logistics and Supply Chain Management major Suan Sunandha Rajabhat University, this time found that the level of satisfaction Students are satisfied with online learning in all 4 aspects: content and learning management. The teacher's presentation media Learning activities and examination This gives an idea of the level of satisfaction of students with online learning. to serve as a guideline for developing the online learning system It's more efficient The results can be discussed as follows.

1. Results of analysis of student satisfaction with online learning of Doctor of Business Administration students. Logistics and Supply Chain Management major Suan Sunandha Rajabhat University It was found that the sample of students Satisfied with online learning Overall, it is at a moderate level ($X = 3.35$, $S.D. = 0.914$) from the COVID-19 epidemic situation. It's necessary to change All normal teaching is done online. during a period of time Because it is an urgent online learning arrangement that occurs quickly, problems and obstacles encountered in organizing online learning for students in the Doctor of Business Administration program Logistics and Supply Chain Management major Suan Sunandha Rajabhat University Learning activities It was found that the suitability of the learning environment and the completeness and stability of the LMS system that makes online learning inconvenient for students. Therefore, there is a moderate level of satisfaction with online learning among mathematics students.

2. Results of comparative analysis of satisfaction of students in the Doctor of Business Administration program. Logistics and Supply Chain Management major Suan Sunandha Rajabhat University found that the gender of the device used for online learning The system used to study Internet used and places to study online Overall satisfaction was not significantly different at the .05 level, which was not in line with the research hypothesis. This may be due to the educational goals of each student. Whether female or male has a goal in education, which is to graduate, which varies according to the personal reasons of each person, such as graduating in order to use knowledge to pursue a career and generate income for oneself or the family. Applying knowledge to continue studying at a higher level of education or even reasons from people around you who expect to study and pursue a certain career. That is the driving force that affects the individual to achieve goals and determination. It's intent on learning according to the goals of other people, which in the normal learning context, studying according to the class schedule. It's not very different from studying online through electronic devices. The difference is only 15.

A learning style that is limited to receiving messages from the teacher most of the time. Lack of discussion and interaction between students and teachers. A place to study that changes from studying together with other people. It is a study by yourself. Therefore, students are motivated by the environment to change their study behavior to be more attentive in studying. and year level, it was found that there was a significant difference in satisfaction with online learning at .05. Therefore, the differences were tested in pairs and found that they were caused by content and learning management and the teacher's presentation media found that students aged 19 years were the most satisfied. And regarding learning activities, it was found that students aged 20 years were the most satisfied. And regarding the examination, it was found that students who were 21 years old were the most satisfied. Therefore, it was found that there was a difference in age. Satisfaction with online learning was different and at different year levels. It was found that in terms of the teacher's presentation media, it was found that third-year students were the most satisfied. And in terms of learning activities, it was found that second year students were the most satisfied. And regarding the examination, it was found that 4th year students were the most satisfied. Therefore, it was found that different year levels had different satisfaction.

CONCLUSION AND RECOMMENDATION

From the results of research on the satisfaction of mathematics students with online learning, of students in the Doctor of Business Administration program Logistics and Supply Chain Management major Suan Sunandha Rajabhat University From collecting data, the researcher has the following suggestions:

1. Suggestions for use

From the results of the research, it was found that the satisfaction of students in the Doctor of Business Administration program Logistics and Supply Chain Management major Suan Sunandha Rajabhat University Continue studying online of students in the Doctor of Business Administration program Logistics and Supply Chain Management major Suan Sunandha Rajabhat University is at a moderate level for students to have access to equipment and university services that facilitate students to be more satisfied with online learning in the COVID-19 situation, such as arranging for distribution or open for lending of electronic devices. It increase access to equipment to make learning even more accessible. And this may be coupled with increasing the round of distributing internet SIM cards and internet packages so that students who already have electronic devices can access the internet even more. Including public relations through the agency's Facebook that can easily reach student groups by publicizing easy, convenient study methods or guidelines for self-development through recommendations in various ways to stimulate students' interest in learning more. It climbs or even organizing knowledge training Study guidelines Developing the self of students to study efficiently which may increase the level of satisfaction in studying to the highest level.

2. Suggestions for next research

1. There should be a comparison of the online study behavior in the COVID-19 situation of students at other universities that have measures regarding online teaching.

2. There should be a study of the relationship between other factors, related to satisfaction with online learning in the COVID-19 situation, such as supplementary learning or training to gain additional knowledge that is an activity apart from studying in the general education system, etc.

3. The population used in the study should be expanded, such as studying with students in other fields. To cover the entire population of the College of Logistics and Supply Chain All Suan Sunandha Rajabhat University

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