SATISFACTION OF GRADUATE STUDENTS IN COMPUTER TRAINING PROGRAMS

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ABSTRACT

Graduate students in campus is so significant for the success of the university. It pays higher tuitions every years and it often demands high quality services. Satisfaction of graduate students in computer training programs is one of the most important training programs of university. It provides many kinds of knowledge, skills, information technology services, computer labs, trainings, internet, and modern facilities. Successful management of office of information technology often reflects the level of satisfaction of the students as the main users. The aim of this research was to investigate the management factors and policies that affected the high level of satisfaction from the graduate students or users' perspectives. This was a quantitative research study which was done by interviewing with 120 graduate students who were the main users of computer labs and who were affected by the management and policy of the university. Statistical analysis was done by utilizing SPSS program. Mean, and standard deviation were used for data analysis and findings. The result of this investigation can be reported that the majority of graduate students had a very high level of satisfaction on computer training programs. Each items of high level of satisfaction included orderly of the office, new and upgraded of computer and its facilities, high standard of service from staff, opening and closing time, and quality of trainings assessment. There are five suggestions from this study. First is to provide an upgrade computer facility and equipment. Second is to offer flexible training times and practice times. Third is to offer a personal training for both master and Ph.D. students. Fourth is to survey for their feedback regularly. Fifth is to use feedback to improve the service quality.

Keywords: Computer Labs, Satisfaction, Quality of Trainings Graduate Students
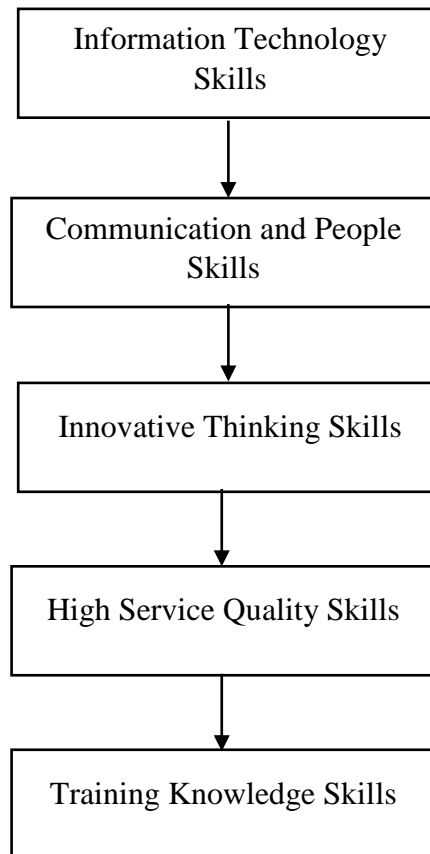
Introduction

In today's competitive environment, to delivering high quality service to enhance the level of satisfaction of customers is the key for a sustainable competitive advantages. It is widely accepted that customer satisfaction does have a major positive effect on an organization's sales performance and profitability. The majority of satisfied customers are the strong foundation of any successful business. Why? This is because there are many benefits directly link to repeat customer, positive words of mouth, and loyalty retention. In general, highly satisfied customers often willing to share their positive words of mouth to other five or six new customers, whereas highly unsatisfied customers also more than willing to share their negative words of mouth to countless potential customers.

In higher education system, the number of enrollment of graduate students in campus is so significant for the success of the university in terms of enrollment fees, budget, and academic outlook. In general, the graduate students pays higher tuitions every years and few of them have the substantial subsidy from the government. Therefore, these student often demands high quality academics and services. Satisfaction of graduate students in computer training programs is one of the most important training programs of university to ensure that they have access to modern computer technology and information technology. The campus of Suan Sunandha Rajabht University and its computer labs must able to provide many kinds of knowledge, skills, information technology services, computer labs, trainings, internet, and modern facilities. Successful management of office of information technology often reflects the level of satisfaction of the students as the main users. Therefore, the researcher was interested in studying the topic of "Satisfaction of Graduate Students in Computer Training

Programs". In order to increase the high level of satisfaction of graduate students in computer training programs. The trainers of the computer labs need to have the high qualified in five skills: information technology skills, communication and people skills, innovative thinking skills, high service quality skills, and training knowledge skills.

Fig 1. Five important skills for better computer lab trainers

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┌─────────────────────────┐
│ Information Technology   │
│        Skills            │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ Communication and People│
│        Skills            │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ Innovative Thinking Skills│
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ High Service Quality Skills│
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ Training Knowledge Skills│
└─────────────────────────┘
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Findings

TABLE 1. IMPORTANCE OF FACTORS TO INCREASE LEVEL OF SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Communication and people Skills	3.61	0.95	1
2. Trainers and staff high service quality Skills	3.47	0.83	2
3. Trainers and staff innovative thinking skills	3.35	0.78	3
4. Information and technology Skills	3.21	0.89	4
5. Trainers and staff training knowledge Skills	3.19	0.91	5

From table 1, the respondents had rated the skills importance for the success of computer labs and enhance the level of satisfaction of graduate students towards computer labs and its services. First, the respondents had rated "Communication and people skills" as number one factors to increase the level of satisfaction of graduate students with a mean of 3.61 and standard deviation of 0.95. Second, the respondents had rated "Trainers and staff high service quality skills" as number two factors to increase the level of satisfaction of graduate students with a mean of 3.47 and standard deviation of 0.83. Third, the respondents had rated "Trainers and staff innovative thinking skills" as number three factors to increase the level of satisfaction of graduate students with a mean of 3.35 and standard deviation of 0.78. Fourth, the respondents had rated "Information and technology skills" as number four factors to increase the level of satisfaction of graduate students with a mean of 3.21 and standard deviation of 0.89. Finally, fifth, the respondents had rated "Trainers and staff training knowledge skills" as number five factors to increase the level of satisfaction of graduate students with a mean of 3.19 and standard deviation of 0.91.

The findings of this research investigation can be reported that the majority of graduate students, in general, had a high level of satisfaction on computer training programs. There were many items in the list that contributed to the success of the computer labs and high level of satisfaction. Each items of high level of satisfaction included orderly of the office, new and upgraded of computer and its facilities, high standard of service from staff, opening and closing time, and quality of trainings assessment.

Suggestions

From the result of this investigation, there are five important suggestions from this study that should be implement immediately. First is to provide an upgrade computer facility and equipment as much as possible. Second is to offer flexible training times and practice times for the convenient time for graduate students. Third is to offer a personal training for both master and Ph.D. students in every semester. Fourth is to conduct many survey forms for their feedback regularly. Fifth is to use feedback to improve the service quality of the computer labs and enhance the trainer skills and knowledge.

Acknowledgement

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