QUALITY IMPROVEMENT FOR TRAINERS

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ABSTRACT

In modern business world, training is a necessity Training is a program that helps to improve human resources to learn specific knowledge and skills to improve performance in their current roles and become productive members of organizations. Trainers need to have a chance to improve and polish their skills and knowledge the same as any staff in the university. Since trainings of computer laboratories is one of the most necessary to the academic life of students, the training programs must be designed with most advanced software, new technology, and modern facilities. Quality improvement for trainers at Suan Sunandha Rajabhat University was conducted to offer students with the best professional and business & academic environment regardless. The objectives of this study were to investigate the quality improvement for trainers and to link the computer facilities and services improvement with benefits of modern technology computer labs for academic purposes. This study utilized a qualitative research which using the in-depth interview with two different groups of trainers and trainees. Ten trainers and ten trainees would be asked to provide detailed information. Data collection, from these students, started at semester two of year 2018. The findings of the research revealed that there was a need to have quality improvement for trainers to be more professional and to provide new techniques. The training programs and trainers need for better designed to provide active learning concepts and the assessment needs to be the form of participation and cooperation. Suggestions for trainers included five methods. First is to making learning fun and more entertaining. Second is to use humor to keep high level of enthusiasm. Third is to encourage high level of participation and high engaging level. Fourth is to use an attractive communicative level. Finally, the fifth method is to achieve the need of training

Keyword: Trainers, Service Improvement, Computer Facilities, Software, Assessment

Introduction

Quality improvement for trainers has been regarded as one of the most important success factors of organization due to its vital relationship with customer services of the training, particularly in the service industry. It is often considered as a vital component to the achievement and success of hotel and tourism industry. It is a preceding factor for the business organization to have customer loyalty and long-term sales and stable profits. In other words, good quality of service will have long term positive influence on profitability by elevating the customer base of the business organization in a sustainable way.

According to many researchers' view, quality means "innate excellence". It is a mark of uncompromising standards and high achievement to provide customers with high standard of quality to exceed their expectation. Certainly, there are some major differences between the quality in terms of products and the quality in terms of service. While most products are tangible, the service is intangible. In most manufacturing-based approach, quality can be defined as "making it right the first time". This means quality is defined in terms of cost and price. However, in most service industry-based approach, quality can be properly defined as "the best satisfaction to customers".

In modern business world, training, means the way to improve human capital, is a necessity. Training is a program that is essential to develop human resources to learn specific knowledge and skills to improve performance in their current roles and become productive members of organizations as well as the great assets of the organizations. Certainly, trainers need to have a real chance to improve and polish their skills and knowledge the same as the majority of staff in the university. Since trainings of computer laboratories is one of the most necessary and vital to the academic life of students, the training programs must be designed

with most advanced software, new technology, and modern facilities. Quality improvement for trainers at Suan Sunandha Rajabhat University was essential and under the supervision of top management. It is, in fact, conducted by top management to offer students with the best professional and business & academic environment regardless.

Research Methodology

The process of this research included the statement of problems, research objectives, data collection, data analysis, and findings & reporting. The purposes of this study were to investigate and examine the quality improvement for trainers as well as to link the computer facilities and services improvement with benefits of modern technology computer labs for academic purposes. To obtain the findings, this study employed a qualitative research which using the in-depth interview with two different groups of trainers and trainees. Both groups were separated and interviewed. Ten trainers and ten trainees would be asked to provide detailed and insightful information. Data collection, from the important respondents, started at semester two of year 2018.
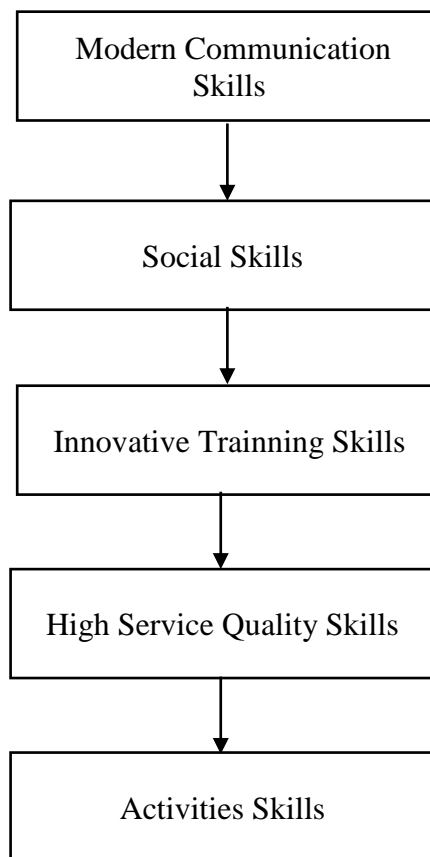
Customer satisfaction is a crucial factor in service quality assessment as well as business success in the sustainable way. The fact is that the higher the customer satisfaction the higher the performance of the business, and in turn, the higher profitability due to high sales volume. Customer satisfaction can be defined as "an individual's perception of performance of the product or service in relation to his or her expectations".

Findings

The present day business environment is becoming competitive and challenging now more than ever. The research of quality improvement for trainers and its measurement is an essential means for prosperity and long term success. Intensified competition among service providers has pressurized many higher education organizations to be more attentive to quality improvement rendered to their students and stakeholders. Although many research has been done in the education industry and even fewer in the context of education industry in the developing countries. This study therefore attempts to fill the gap by surveying and investigating quality improvement for trainers of higher education industry of developing and growing country.

The findings of the research revealed that there was a need to have quality improvement for trainers to be more real professional and for trainers to be able to provide new k knowledge, new skills, and many new techniques. The training programs and trainers need for better designed to provide active learning concepts and the assessment needs to be the form of participation and cooperation. Suggestions for trainers included five important methods. First is to making learning fun and more entertaining. Students learn better with the environment of friendliness and fun. Second is to focus on using humor to keep high level of enthusiasm. The proper jokes and humor often increase the level of participation. Third is to encourage and reward for high level of participation and high engaging level. A little reward often increase the positive behavior of students. Fourth is to utilize an attractive communicative level. Communication must be two ways to be effective for learning. Finally, the fifth method is to achieve the real need of training. This means the focus of the topics of teaching and training must be carefully designed to suit with the level of needs from the students.

Fig 1. Five important skills for better Trainers

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│   Modern Communication  │
│         Skills          │
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            │
            ▼
┌─────────────────────────┐
│       Social Skills     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ Innovative Trainning Skills │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│ High Service Quality Skills │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Activities Skills   │
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Acknowledgement

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