

SATISFACTION OF FACULTY MEMBERS FOR COMPUTER LABS TRAININGS

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ABSTRACT

Satisfaction of faculty members for computer labs training covered a broad range of topics from quality of training, knowledge and skills from training, training schedule, service quality, computer facilities, management, policy, and physical conditions of the work place. The link between satisfaction of faculty members and computer labs trainings is vital to the success of higher education organizations. Satisfaction of faculty members can also be assessed by reviewing regular feedbacks. The aims of this study were to examine the university faculty members' level of satisfaction from computer labs trainings as well as to investigate its positive results from high level of satisfaction. This study was a mixed method of a qualitative and a quantitative research study which was conducted by interviewing with 200 faculty members who registered for trainings at computer labs, Suan Sunandha Rajabhat University. A total of 10 faculty members was randomly chosen for an in-depth interviewed in order to obtain more insightful information. Statistical descriptive and analysis was performed by using SPSS program and LISREL program. The data collection and data analysis were conducted to generate findings for this study. The findings of this study revealed that the majority of faculty members reported a very high level of satisfaction from the trainings received from the computer labs with an overall mean of 4.54 and S.D of .8961. The factors contribute to the high level of satisfaction included quality of training, the modernization of computer and software program, cleanliness of the office, and flexible training hours. From the in-depth interview revealed that the results of a high-level satisfaction such as positive feedback, improvement in skills and knowledge, opportunity for growth and development.

Keyword: Feedback, Trainings, Level of Satisfaction, Growth and Development

Introduction

Customer satisfaction is a very vital concept the modern higher education organizations need to pay heed and need to understand if they want to remain competitive and grow in the decade of declining numbers of students. In today's highly competitive both from domestic competitors and international competitors, many universities need to have changes for the better quality and higher satisfaction to their students, staff, faculty members, and general stakeholders. In general satisfaction customers means loyal customers who often come back to repurchase goods and services and to spread a positive word of mouth about the goods and services. The modern customers everywhere in the domestic market and international market often have higher expectation to goods and services. In higher education organizations in Thailand, such as Suan Sunandha Rajabhat University, there is a need to enhance the better services to their important training programs to meet with higher expectation from student, staff, and especially faculty members.

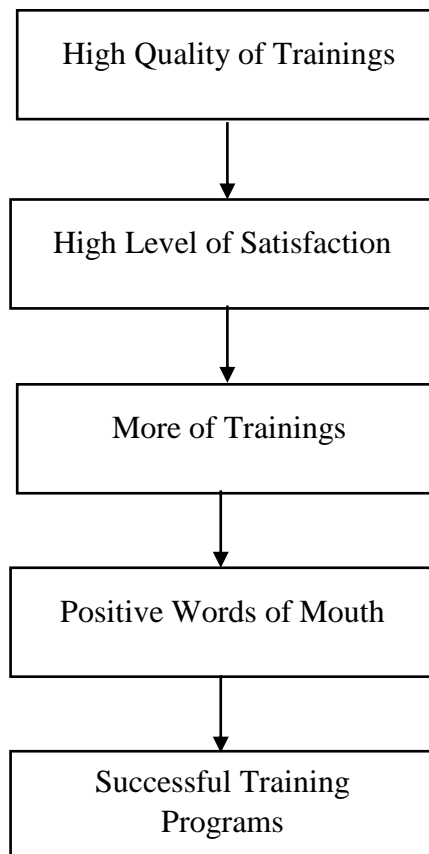
Many of faculty members of Suan Suanadha Rajabhat University are required to enroll in computer skills and knowledge training regularly to enhance and updated their knowledge and skills. The satisfaction level is one best way to measure the quality of training programs from the campus computer labs. Certainly, the topics of satisfaction of faculty members for computer labs training may cover a broad range of topics from quality of training, knowledge and skills from training, training schedule, service quality, computer facilities, management, policy, and physical conditions of the work place. The major link between level of satisfaction of faculty members and quality of service and training programs as well as computer labs

trainings is vital to the long term success of higher education organizations. In fact, level of satisfaction of faculty members can also be assessed by reviewing regular feedbacks and by doing the research. The author, therefore, interested in studying and investigating this topic to offer more information and findings to understand the satisfaction of training programs.

Research Methodology

The objectives of this study were to investigate the university faculty members' level of satisfaction from computer labs trainings as well as to understand many positive results from high level of satisfaction. This research utilized a mixed method of a qualitative and a quantitative which was done by interviewing as many as 200 faculty members who registered for trainings at computer labs, main campus of Suan Sunandha Rajabhat University. Also, about 10 faculty members was randomly selected to gain more information by using an in-depth interviewed in order to obtain deeper insight.

Fig 1. Five important skills for better Manager



Findings

TABLE 1. IMPORTANT CONTRIBUTIONS OF HIGHER SATISFACTION

	Mean	S.D.	Rank
Factors			
1. Quality of trainings	3.83	0.904	1
2. Modern Facilities	3.70	0.871	2
3. Cleanliness of Rooms	3.62	0.918	3
4. Flexible Hours	3.54	0.793	4
5. Training Techniques	3.38	0.749	5

Certainly, it is widely accepted that there are many positive results gained from the higher level of satisfaction from the customers. The research question here is what are the important factors that contributing to the level of satisfaction in the first place. Table 1, shows five important factors contributing to the level of satisfaction of faculty members who regularly enroll in the computer labs training programs. First, the respondents rated “Quality of trainings” as the number one factors contributing to the higher level of satisfaction of faculty members who enrolled in the computer labs training program with a mean of 3.83 and standard deviation of 0.904. Second, the respondents rated “Modern Facilities” as the number two factors contributing to the higher level of satisfaction of faculty members who enrolled in the computer labs training program with a mean of 3.70 and standard deviation of 0.871. Third, the respondents rated “Cleanliness of Rooms” as the number three factors contributing to the higher level of satisfaction of faculty members who enrolled in the computer labs training program with a mean of 3.62 and standard deviation of 0.918. Fourth, the respondents rated “Flexible Hours” as the number four factors contributing to the higher level of satisfaction of faculty members who enrolled in the computer labs training program with a mean of 3.54 and standard deviation of 0.793. Finally, the respondents rated “Quality of trainings” as the number five factors contributing to the higher level of satisfaction of faculty members who enrolled in the computer labs training program with a mean of 3.38 and standard deviation of 0.749.

Moreover, the findings of this study can be reported that the majority of faculty members at main campus of Suan Sunandha Rajabhat University reported a high level of satisfaction from the trainings received from the computer labs with an overall mean of 3.54 and S.D of .8961. There are many important factors contribute to the high level of satisfaction included quality of training, the modernization of computer and software program, cleanliness of the office, and flexible training hours. However, from the qualitative research analysis with the information from in-depth interview revealed that many positive results gaining from a high-level satisfaction such as positive feedback, improvement in skills and knowledge of computer and technology, and better opportunity for growth and development.

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