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SATISFACTION AND ENGLISH TRAINING IMPROVEMENT

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ABSTRACT

Training camps organized by the university in which students participate in a rigorous and focus schedule of English Communication training in order to learn without distraction in an organized period. The flow of globalization nowadays showed that it is necessary and vital to enhance human resources as a future investment for students. Suan Sunandha Rajabhat University has been ranked as the number one of all Rajabhat Universities of Thailand. One best way to maintain number one is to constantly improve the human capitals of students who would be the competent future labor forces. Therefore, it is imperative to develop high potential of students in their ability to communicate in English. The objectives of this study were to investigate important factors that contributing to the success of English Summer Camp. This study utilized a case study of English training programs organized by Suan Sunandha Rajabht University. The population of this study included 189 students of Suan Sunandha Rajabhat University who had participated in English Summer Camps. However, only 120 students were randomly selected to be in the project of study. Research tool for data collection was a designed as structure questionnaire. Statistics used for data analyzed included means, percentage, frequency, and contextual analysis of impacts. Students reported that they had an overall high level of satisfaction. There were five important factors contributing to the success of English training programs. First, the activities that promote students to speaking English all day long, Second, there are native English teachers actively working with the students, Third, the method of focusing on spontaneously react and speak in a fun way, Fourth, the variety of games, competitions, campfire, sightseeing, and night parties, Finally, have a professional team of organizers to set up the events effectively. The assessment of English training programs illustrated that with proper factors of success contributing to the success of organized events, the more benefits will fall on the students who participated in the English training programs.

Keyword: English Summer Camp, Assessment, Potential Development, Activities

Introduction

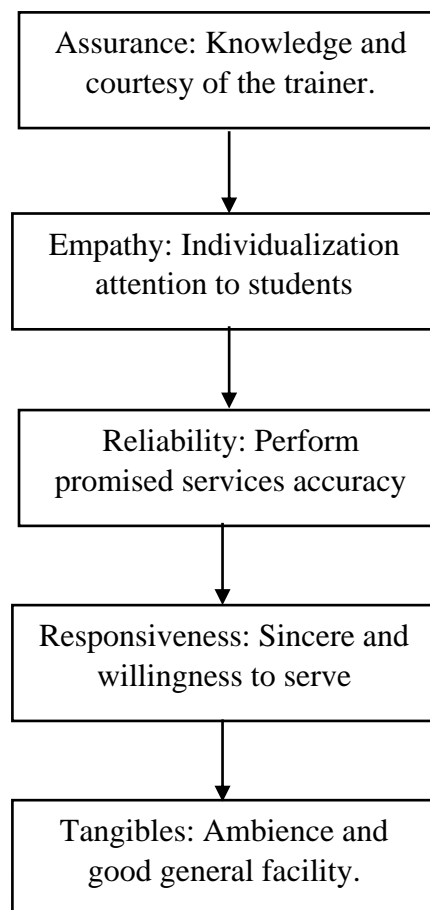
English training program is one of the most important trainings provided by Suan Suanandha Rajabhat University in order to ensure the improvement in the English communication ability of students in every level. Quality of the training program has become a significant measurement of the extent to which the training provided meets the students' expectation as well as stakeholders' expectation. Higher education organizations have found that in order to increase their student English communication ability, the university should pay much attention to the level of satisfaction of the training programs. Student English communication ability has become a key strategic factor for many higher education organizations to differentiate their students from other students in many different universities.

At present day, it is vital for many higher education organizations to compete in terms of high ability in English, Math, and Information Technology. To be competitive, English training camps organized by the university to enhance the English communication ability in which students can participate in a rigorous and focus in a regular semester or summer semester in order to be trained without distraction in an organized period. In fact, the flow of knowledge and skills in the globalization nowadays showed that it is necessary and vital to enhance human resources as a future investment for students. From the world ranking, Suan Sunandha Rajabhat University has been ranked as the number one of all Rajabhat Universities of Thailand. Therefore, the best way to maintain number one is not to be complacent but to

constantly improve the human capitals of students who would be the competent future labor forces in ASEAN market and global market. Therefore, it is both necessary and vital to develop good training programs and with high qualification of trainers, and to enhance high potential of students in their ability to communicate in English.

In fact, many educational policy makers and academicians recommended that in general students will behave like customers and they are more likely to compare their expectation of the quality of English training program with the actual quality they feel during the English training program. Therefore, the important of quality and level of satisfaction to both university management and students is unequivocal due to the fact that there are high benefits of offering the high quality English training programs to both university management and students at large. By using the five dimensions of SERVQUAL model, it is vital to evaluate the English training programs to meet with the expected quality.

Fig 1. Five important dimensions of SERVQUAL



In order to find the answers for the research questions. There are five steps of this research: Statement of the problems, Research Objectives, Data Collection, Data Analysis, and Findings/Conclusion. Research objectives of this study included ways to investigate many significant factors that contributing to the success of English training programs. This study utilized a case study of English Summer Camps organized by many different faculties of Suan Sunandha Rajabht University. However, the population of this study included al 189 students

of Suan Sunandha Rajabhat University who had registered and participated in English training programs. Due to the limited time and budget, only 120 students, both male and female, were randomly selected to be in this research project of study. The five Likert scales was utilized as the research tool for data collection and it was a designed as structure questionnaire. In terms of data analysis, Statistics used included means, percentage, frequency, and contextual analysis of impacts.

Findings

From the study, the finding revealed the majority of students showed that they had an overall high level of satisfaction in English training programs during the semester. In fact, there were five very significant factors contributing to the success of English training programs on campus of Suan Sunandha Rajabhat University. First, there were many different forms of activities, games, and entertainment events that promoted students to speaking and listening English from native speakers and international speakers all day long, Second, there were native English teachers actively teaching, training, and working closely with the students during the semester and online chatting with students, Third, there were many different methods of teaching and learning and training by focusing on spontaneously react as well as English communication both in formal learning and informal learning in a fun way, Fourth, there were a variety of games, competitions, events, exhibitions, campfire, sightseeing, and student night parties, Finally, there were a native speakers of professional team to be organizers to set up the events effectively and efficiency in both time and knowledge. In addition, the assessment of English training programs illustrated that with proper factors of success contributing to the success of organized events of English training programs, then the more benefits would fall on the students who enrolled and participated in the English training programs in campus of Suan Sunandha Rajabhat University.

Table 1. Factors Contributing to Success of English Training Programs

Factors	Means	SD	Ranking
1. Tangibility	3.83	0.854	1
2. Reliability	3.64	0.991	2
3. Assurance	3.55	0.748	3
4. Responsiveness	3.41	0.763	4
5. Empathy	3.22	0.891	5

From table 1, the findings revealed that there are five dimensions of services of the English training programs. These five factors had been ranked with the means of importance. First, the majority of students rate “Tangibility” as number one most important factor of success with the mean of 3.83 and 0.854 standard deviation. Second, the majority of students rate “Reliability” as number two most important factor of success with the mean of 3.64 and 0.991 standard deviation. Third, the majority of students rate “Assurance” as number three most important factor of success with the mean of 3.55 and 0.748 standard deviation. Fourth, the majority of students rate “Responsiveness” as number four most important factor of success with the mean of 3.41 and 0.763 standard deviation. Finally, the majority of students rate

“Empathy” as number five most important factor of success with the mean of 3.22 and 0.891 standard deviation.

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