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**MEASURING STUDENTS' SATISFACTION WITH PERSONALITY
DEVELOPMENT TRAININGS:
A Case of Internship Students from Suan Sunandha Rajabhat University**

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ABSTRACT

For students who are going to do internship, it is the first important step to enter the job market. The personality development training programs was designed to help students to be success in the job market by creating positive business mind set, positive thinking, and self-confidence. In fact, all internship students from Suan Sunandha Rajabhat University are required to train in both personality development and business acumen. Certainly, many internship students of previous years provide a feedback of vital success because it has the positive impacts on their behavior, thought, and performance. The purposes of this study were to study and to investigate the internship students' level of satisfaction in the personality development trainings and their feedbacks, and suggestions. This study utilized mixed method of both qualitative and quantitative research method. The focus of the qualitative study was on 10 internship students who had completed personality development and image training class. An in-depth interview was utilized to gain better understanding of them. Data collection from both quantitative and qualitative method were analyzed to obtain better understanding and reaching conclusions. In order to have a better understanding of the level of satisfaction of students from the personality development training, the five steps of research study was conducted. The five steps were statement of problems, research objectives, data collection by mixed method, data analyzed, and finally findings & discussion. The respondents, however, reported that the personality development training programs were very useful for their preparation and success to enter the job market.

Keyword: Image Improvement, Personality Development, Internship, Self-confident

Introduction

In today's world competitive environment, it is important for students who are going to enter either domestic or international job market to have better personality and high self-confidence. The positive image and positive personality of most of students can actually be trained and can be improved and sustain in the long time. Personality refers to the pattern of characteristic thoughts, feelings, and behavior of a person that distinguishes one person from another person. Therefore, personality development is a training program that help to enhance positive and proper pattern of characteristic thought, feelings, and behavior. In other words, personality development includes activities that enhancing awareness and identity, developing talents and potentials, building human capital, and improving quality of life. Personality development is actually the process of improving and transforming the personality to the better and positive one. In fact, there are five important personality traits as the five factors model which based on common language description of personality. The five factors can be defined as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism.

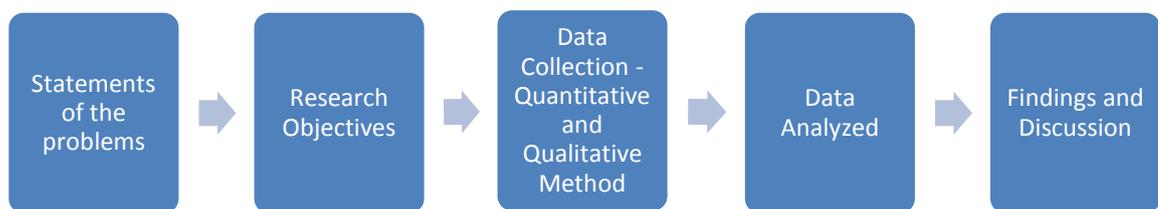
Student training at the university relates to the job market requirement and systematic development of the skill-behavior, knowledge, skills, social behavior, and attitudes, required to adequately perform tasks and improve work performance in the job market. The training at the university usually organized at low cost and free for students in campus to ensure that students have sufficient knowledge and skills to do the job requirement, be competitive, and better in terms of innovation and creative thinking. Personality development training aims to offer students at the fourth years or when they are ready to do their internships seriously in the job market. The training should help them to gain high self-confidence with the knowledge of

presenting skills, social skills, communication skills, and people skills. In fact, whatever career the students choose, personality development training can strengthen students' ability and skills necessary to be successful in the job market. The researcher is, therefore, interesting in studying and investigating the research topic of "Measuring Students' Satisfaction with Personality Development Trainings".

Research Methodology

In order to obtain the results for research questions, the information from the students' perspectives play an important role. In fact, the objectives of this study were to examining Suan Sunandha Rajabhat students, who had enrolled in personality development training, for their level of satisfaction from the benefits and useful of the personality development training they received before going to the internship. For the qualitative research method, about 10 internship students of Suan Sunandha Rajabhat University who had enrolled and completed personality development training class and going to start working for their internship were interviewed by using an in-depth interview method. Data collection from both quantitative and qualitative method were analyzed to obtain better understanding and reaching conclusions. In order to gain the understanding of the level of satisfaction of students from the personality development training, the five steps of research process was conducted. The five steps included statement of problems, research objectives, data collection by both quantitative and qualitative method, data analyzed, and findings & discussion.

Fig 1. Five Steps of Research



Findings

In terms of quantitative method, the results can be summed up into the gist of table one. From table 1, the students as the respondents had rated their level of satisfaction of five topics in the personality training programs in to five important ranking. The respondents rated "Business Dress and Acumen" as the number one of level of satisfaction with the mean of 4.78 and standard deviation of .9899. The respondents rated "Self-confidence and Posture" as the number two of level of satisfaction with the mean of 4.65 and standard deviation of .9853. The respondents rated "Positive Thinking and Outlook" as the number three of level of satisfaction with the mean of 58and standard deviation of .9490. The respondents rated "Presentation and selling" as the number four of level of satisfaction with the mean of 4.48 and standard deviation of .8673. Finally, the respondents rated "Social with People and Table Manners" as the number five of level of satisfaction with the mean of 4.37 and standard deviation of .8414.

From the qualitative research method, the summary from ten internship students is very useful. They reported that the training programs were very useful for their preparation to enter the job market. The training really helped them to understand what to expect and what

to be prepare. Having the knowledge and skills from the training helped to increase their self-confidence and better perform during their internships.

TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Business Dress and Acumen	4.78	.9899	1
2. Self-confidence and Posture	4.65	.9853	2
3. Positive Thinking and Outlook	4.58	.9490	3
4. Presentation and Selling	4.48	.8673	4
5. Social with People and Table Manners	4.37	.8414	5

Suggestions

There are five suggestions from this study. First, it is found that the personality development training is extremely useful for internship students. Therefore, it should be mandatory for fourth year student who are going to do the internship to have the course of personality development training. Second, there are many students from various major. Hence, the personality development should be organized specifically to different major. Third, there should be a collection of feedback information from internship students about the benefits of training and what more do they want to know and what topics of training are more important than other topics directly from the students' perspectives. Fourth, there should be more number of professional trainers, rather than using only same group of instructors from the university. Outside knowledge will increase different perspectives. Finally, it is imperative to discuss the feedback from the internship supervisors of students to increase more useful suggestions to offer the personality development trainings in the future.

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