

SATISFACTION WITH THE USE OF ONLINE CLASSROOM BOOKING SYSTEM OF THE COLLEGE OF INNOVATION AND MANAGEMENT, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The study on satisfaction in using the online classroom booking system of the College of Innovation and Management, Suan Sunandha Rajabhat University, aimed to 1. Study the factors affecting satisfaction in using the system and 2. Evaluate the level of satisfaction of users of the online classroom booking system. This research was a quantitative research, collecting data using a questionnaire developed by the researcher. The sample group used in the research consisted of academic and academic support personnel of the College of Innovation and Management, Suan Sunandha Rajabhat University, totaling 100 people. The research instrument was a questionnaire. The statistics used for data analysis were percentage, mean, and standard deviation. The results of the research found that the overall online classroom booking system was very good, with a mean of 4.91 and a standard deviation of 0.09.

Keywords: Classroom Booking, Online Room Booking System, Online

INTRODUCTION

The College of Innovation and Management, Suan Sunandha Rajabhat University, has a total of 26 classrooms, consisting of 3 computer labs, 16 classrooms, 2 e-sports labs, and 5 online classrooms. The traditional classroom booking system required users to fill out a room request form at the Academic Affairs Division, Service Office, 1st floor, which was inconvenient for users. Online classroom booking is a system that facilitates users to reserve classrooms or spaces quickly and efficiently, without having to do traditional procedures such as booking on paper or notifying officers, which can reduce errors and increase transparency in the process. The online classroom booking system helps increase convenience and simplify the management of institutional resources. However, there are still questions about user satisfaction, which is a key factor affecting the efficiency of the system. Therefore, the online classroom booking system is an important tool that helps increase the efficiency of resource management in educational institutions and organizations, focusing on convenience and efficiency in use.

OBJECTIVE

1. To study the factors affecting the satisfaction of using the online classroom booking system.
2. To assess the satisfaction of using the online classroom booking system.

LITERATURE REVIEW

The importance of online systems in resource management

Online systems play an important role in managing resources in organizations, whether they be human resources, materials, space or time. Implementing online systems can increase efficiency, reduce complexity and help operations become transparent and fast. They include:

Improving management efficiency: Online systems enable real-time tracking and management of resources, reducing errors caused by traditional management methods such as using paper or taking notes, and allowing users to access information at all times.

Reducing costs and physical resources, including reducing the use of paper and consumables such as printing documents, reducing the time and costs associated with work processes, such as coordination that requires multiple staff.

Increasing transparency and auditability: Data recorded in the system can be traced back, reducing duplication or unnecessary resource usage. Users can view the status of resources, such as space or equipment availability.

Consumer Satisfaction Theory

1. Expectation-Confirmation Theory (ECT) Concept: This theory suggests that consumer satisfaction results from a comparison between prior expectations and actual results. It consists of: Expectation: What consumers believe they will receive before consumption. Perceived Performance: What consumers actually receive. Confirmation: When results meet or exceed expectations, consumers are satisfied.

2. Equity Theory: Concept: Consumers will feel satisfied when they believe that the rewards they receive are worth the resources they have invested, such as money, time, or effort.

3. Service Quality Expectation Theory (SERVQUAL Model) Concept: This theory focuses on evaluating the quality of services received by consumers, using 5 main components (5 Dimensions of Service Quality): Reliability: Accurate and reliable service Responsiveness: Fast and responsive service Assurance: Confidence in the knowledge, ability, and politeness of the service provider Empathy: Caring for and giving importance to each customer individually Tangibles: Environment related to the service, such as cleanliness, equipment

4. Affective-Cognitive Model Concept: Satisfaction is a result of two factors working together: Affective: Emotions and feelings that occur during or after using the product/service Cognitive: Analysis or evaluation of consumers' reasons for products/services

Applications An application, commonly known as an "app," is a software or program developed to perform specific tasks on electronic devices such as smartphones, tablets, computers, or other devices. Applications provide convenience and meet the needs of users in many ways.

LINE Notify LINE Notify is a service from LINE that allows users to automatically send notification messages or information to their LINE application or LINE group through an API connection (Application Programming Interface), which is suitable for various uses, such as important event notifications, information tracking, or status updates.

METHODOLOGY

This research is a survey research to study the factors affecting the satisfaction of the users of the online classroom booking system.

Population and samples

The population used in this research was students and personnel of the College of Innovation and Management, Suan Sunandha Rajabhat University. The sample consisted of 100 academic and academic support personnel.

Statistics used in research

The statistics used in this research were mean, percentage, and standard deviation.

Research tools

In this research, the researcher collected data using a questionnaire with high reliability as a tool. The questionnaire was divided into 3 parts: Part 1: General information of the respondents, including name-surname, status, faculty/unit; Part 2: Questionnaire about satisfaction with the room reservation

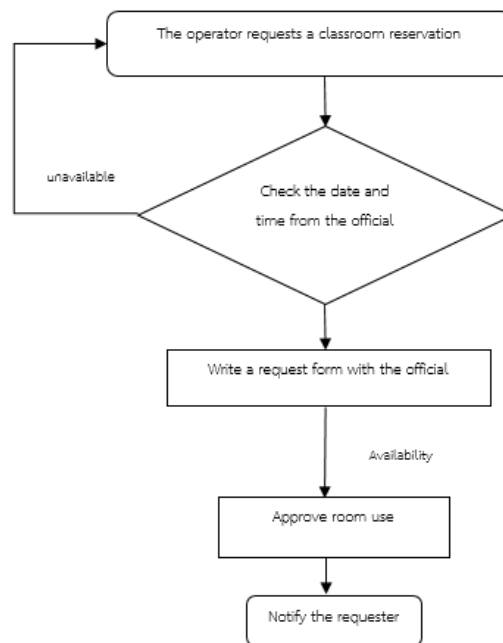
system using a 5-level rating scale questionnaire, which set the scoring criteria as follows: 5 means most, 4 means much, 3 means moderate, 2 means little, 1 means least.

Data collection

In this research, the researcher collected data in the following order: 1. Coordinated with teachers and related personnel to collect research data. 2. The researcher collected a total of 100 questionnaires.

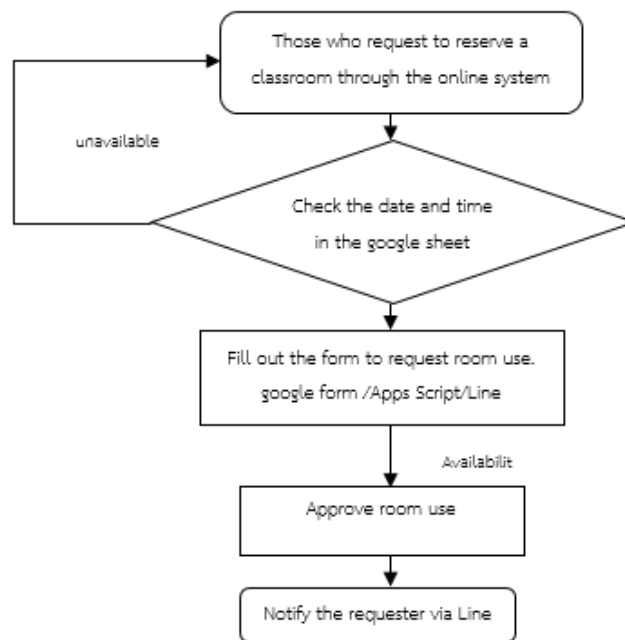
Research procedures

1. Conduct research, develop a new online classroom booking system in the form of Google Forms to replace the use of paper classroom booking forms and inform those involved of the procedures for booking classrooms. 2. Conduct an assessment of the satisfaction of users of the online classroom booking system by collecting the assessment results to analyze research data.



Picture 1. Flowchart of requesting to use the old classroom.

From the old classroom booking system, the process of requesting to use a classroom in the classroom requesting process was booking by writing a booking form, which had improvements in terms of time, delays, and unclear information details.



Picture 2 Flowchart for requesting new classroom use

RESULTS

From the data collection tools of this study, the questionnaire on satisfaction with the classroom booking system was used. The sample group consisted of 100 service users and academic and academic support personnel.

Evaluation items	☐	S.D.	Level of Opinion
1. The online meeting room booking system has accurate, precise and complete information.	4.90	0.30	Most
2. The online meeting room booking system has convenient program usage, formats and presentation methods.	4.98	0.14	Most
3. The online meeting room booking system is modern and up-to-date.	4.96	0.20	Most
4. The working process of the online meeting room booking system is fast in using the service.	4.86	0.35	Most
5. The online meeting room booking system has a user-friendly screen design and uncomplicated menus.	4.87	0.34	Most

From the development of the new classroom booking system, it was found that following the steps of booking a classroom via the new online system resulted in a faster processing time, convenient checking of dates, free time, fast notifications, and reduced paper resources. This is according to the satisfaction assessment results from all 100 classroom users. The satisfaction assessment results from users of online classroom booking found that overall, they were at the highest level of satisfaction, with an average value of 4.91 and a standard deviation of 0.09. When considering each aspect, it was found that the online meeting room booking system was convenient to use, in terms of program usage, format,

and presentation methods, with an average value of satisfaction at the highest level, with an average value of 4.98 and a standard deviation of 0.14.

CONCLUSION AND FUTURE WORK

The study on satisfaction in using the online classroom booking system of the College of Innovation and Management, Suan Sunandha Rajabhat University, aimed to 1. Study the factors affecting satisfaction in using it, 2. Evaluate the level of satisfaction of users of the online classroom booking system. The sample group used in this study consisted of 100 students and staff. The overall satisfaction assessment of the system was at the highest level ($\bar{x} = 4.91$, $SD = 0.09$), with the highest evaluation results in terms of the online meeting room booking system, ease of use of the program, format and presentation methods. Using the new system can reduce the work steps of the old system and make it more convenient for users.

The results of the interview with the room reservation system service provider compared the old system with the new system, resulting in the new system reducing the service steps in several steps. From the display in Figure 1 and Figure 2 above, the new system takes less time to request a room. In addition to reducing the time, the new system can reduce the use of paper resources used in booking, which is consistent with the research of Yenjit Kongpan, (2022). Attitude and Satisfaction of Passenger Van Users (Chatuchak). It concluded that most of the satisfaction of service users has a reason for choosing to use the service because of convenience and speed. Punctuality is therefore considered a quality service.

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