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**READERS' SATISFACTION TOWARDS THE ACCESS TO THE
ON-LINE GRADUATE SCHOOL JOURNAL OF SUAN SUNANDHA
RAJABHAT UNIVERSITY**

Abstract:

This research aimed to study profile and satisfaction of readers towards the accessibility of the on-line Graduate School Journal of Suan Sunandha Rajabhat University and to study problems and suggestions for the access to this journal. This research utilized a quantitative research methodology. The sample consisted of 200 respondents. Data were collected with a mean of a questionnaire. Descriptive statistics were used to analyzed the collected data. The research findings indicated that most of the readers of the on-line journal were female postgraduate students of the universities, aged between 25-30 years old. Their average satisfaction was 4.18 out of 5 which means that their overall satisfaction was at the highest level. Moreover, it was also found that the readers' satisfaction depended on the fact that: (1) the content of the journal's website covering all the needed information and being updated continuously; (2) full research papers enabling downloaded in a form of electronic files fast and easily; and (3) the information displayed on the journal's website being clear, correct, reliable and up-to-date. The mean scores of these three factors were 4.27, 4.25, and 4.22 respectively.

Keywords:

Satisfaction, On-line Journal, Readers

JEL Classification: A10

Background and Significance of the Research

Research is a process of searching for the truth in order to gain answers and conclusions which can lead to progress in various fields of study. Research findings serve as important sources and body of knowledge that are valuable and beneficial. They can be developed and applied for the development of the country. Moreover, research is also an indicator of achieving academic standards of educational institutions and can be used as significance evidences in the standards and quality assessment of the Office of Nation Education Standards and Quality Assessment (Public Organization). Such assessment emphasizes on research works and creative works which are published to publics, those that are of quality and have clear implication, and academic works that are verified for their quality (Office of Nation Education Standards and Quality Assessment, 2011).

Academic persons, researchers, and students are aware of the significance of the quality of academic articles and the dissemination of accurate and up-to-date knowledge. These things play an important role in the education management in the university, especially in the postgraduate level because they can serve as factors driving education management of the university to meet standards and enjoy quality in education provision.

The Graduate School, Suan Sunandha Rajabhat University is the main organization that is responsible for creating and developing academic knowledge by promoting, supporting, and publishing academic works and research of lecturers, researchers, academic persons, and students. The Graduate School therefore prepared its own academic journal both in a form of hard copy and on-line journals. Preparing an academic journal that is of quality and meets academic standards is not only a mechanism to express the university's potential in terms of its academic standard, but also serve as a means to publish academic works and research of lecturers, researchers, and academic persons. It is also a median for postgraduate students, especially those studying in the doctoral programs both in the university and other universities to publish their theses in a qualified journal according to the standards of the Office of the Higher Education Commission. The academic journal represents an important source that supports teaching and learning activities and serves as a median for disseminating knowledge, ideas, and progress in certain fields of study developed from the study and research of lecturers, researchers, and students.

Publishing the research works is the final step of the research. The research work is not completed and beneficial if it is not published or become known to interested people or other academic persons in the same field. Publishing the research works such as in a form of a research article in an academic journal is an important approach because a new body of knowledge can become known to the publics. Moreover, the publics also know whether research findings could achieve the research objectives or

not. Therefore, publishing research works are argued to be a main responsibility of the researcher (Aiabsakul, 2011).

Based on the above reasons, the researcher as a staff member, who is responsible in the process of preparing and publishing the journal of the Graduate School of Suan Sunandha Rajabhat University, Thailand, was interested to study satisfaction of readers on the accessibility of the on-line journal. According to the current situation in which changes in technology occur rapidly, the electronic media is used as a mean to enhance the accessibility of a journal. Thus, the study on the satisfaction of readers on the accessibility of the on-line Graduate School Journal would provide valuable information for all stakeholders to improve the quality of the journal.

Research Objectives

This study primarily aimed to:

1. examine profile and satisfaction level of readers towards the access to the on-line Graduate School Journal of Suan Sunandha Rajabhat University; and
2. study problems and suggestions for the access to this journal.

Research Methodology

A quantitative research methodology was employed in this study.

1. Population and sample

Population of this study were students in the postgraduate level and general publics who usually accessed on-line journals. Sample of 200 people were selected by simple random sampling.

2. Data collection tool

In this study a self-administered questionnaire was used to collect the data. It consisted of two types of questions: close-ended questions and open-ended questions. It aimed to find the respondents' opinions on their satisfaction on the accessibility of the on-line Graduate School Journal of Suan Sunandha Rajabhat University. In the questionnaire, the satisfaction was divided into 7 categories including: (1) ease, convenience, and fast access to the journal; (2) the content of the journal's website covering all the needed information and being continuous updated; (3) full research papers enabling downloaded in a form of electronic files fast and easily; (4) the information displayed

on the journal's website being clear, correct, reliable and up-to-date ; (5) news and pictures displayed on the websites being appropriate and interesting; (6) the order of content being appropriate, continuous, and easy to understand; and (7) language used on the website's content being grammatically correct. The questionnaire was designed in a form of five-rating scales based on Likert. The scales range from the highest, high, moderate, low, and the lowest level.

The research conducted the data collection process between October 2017 and June 2018. The questionnaire was posted on-line and displayed on the journal's website. Users of the journal were asked to fill in the questionnaire after they read it.

3. Data Analysis

Descriptive statistics including frequency, percentage, mean, and standard deviation were used to analyzed the collected data.

Research Findings and Discussions

The research findings indicated that most of the readers of the on-line journal were female postgraduate students of the universities, aged between 25-30 years old.

Base on the data analysis on the satisfaction level of the readers on the accessibility of the journal, it was found that overall the readers were highly satisfied with this. The average satisfaction was 4.18 out of 5. When considering each aspect of their satisfaction, the finding revealed that three aspects were rated at the highest level: (1) the content of the journal's website covering all the needed information and being updated continuously; (2) full research papers enabling downloaded in a form of electronic files fast and easily; and (3) the information displayed on the journal's website being clear, correct, reliable and up-to-date. The mean scores of these three factors were 4.27, 4.25, and 4.22 respectively. This finding is consistent with the study of Roomchit (2009) which examined the satisfaction of Walailak University's students on information searching system and membership service system of the library. It found that the students' satisfaction was high and their opinion on the problems of these systems were rated at a moderate level.

Expected Outcomes

1. The implication of the research findings on routine works - providing service to students, staff members in the same faculty and people in other organizations.

The research findings can be used as sources to improve the process of publishing the on-line journal so that related staff members can have proper process to follow. Such process can be further developed in to a manual for publishing the on-line journal. It could help save the budget for publishing and provide more convenient way for students, staff members, and other persons to gain access to the journal more easily.

2. Effect on work performance of related staff members

Staff members who are responsible in the process of publishing the journal have clear guidelines to improve the quality and accessibility of the journal. These help them work better and more easily because they know exactly what the target readers want so that they can improve the content and the other aspects of the journal in a more proper way.

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