

EVALUATE LEARNER SATISFACTION WITH THE QUALITY OF TRAINING SERVICES OF THE UNIVERSITY OF FINANCE - MARKETING

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Appendix 1.

Lecturer	Lecturers use effective teaching methods.	Ha Nam Khanh Giao (2020) Huynh Thi Kim Duyen (2016)
	Lecturers emphasize the application of information technology in teaching.	
	Lecturers ensure proper lesson planning.	
	Lecturers are enthusiastic and approachable to learners.	
	Lecturers evaluate learners' performance accurately and fairly.	
	Lecturers are highly qualified and specialized.	
	Lecturers eagerly share knowledge, experiences, and address learners' concerns.	
Facilities	The campus is spacious, clean, airy, and meets learners' study and entertainment needs.	Rashid và cộng sự (2021) Ha Nam Khanh Giao (2020) Huynh Thi Kim Duyen (2016)
	Classrooms are fully equipped to support teaching and learning.	
	The library offers a wide range of textbooks and reference materials, updated regularly.	
	The library ensures sufficient space for learners to meet study and research needs.	
	Laboratories and facilities support learners' practical requirements.	
	The internet system is extensive, with good speed for effective teaching and learning.	
	Facilities are well-equipped, ensuring safety (fire protection, healthcare, etc.).	
Training Program	Training programs are updated and adjusted to meet societal needs.	Huynh Thi Kim Duyen (2016)
	Training programs show connections between subjects.	
	The proportion of theoretical and practical knowledge is balanced.	
	Materials and content are appropriate and easy to understand.	
	Programs include evaluation methods linked to learning outcomes and accurately assess learners' knowledge and skills.	

	Programs are designed in alignment with training objectives.	
	Programs meet output standards regarding knowledge, skills, and attitudes.	
	Courses within the program are systematically organized to achieve required knowledge levels.	
Assurance	Administrative staff are polite and respectful towards learners.	Rashid và cộng sự (2021) Ariyanto và cộng sự (2020) Nguyen Thi Ngoc Diep (2020)
	Administrative staff earn learners' trust.	
	Learners' issues are handled effectively.	
	Regulations for resolving learners' issues are reasonable.	
	Administrative staff demonstrate expertise in addressing learners' questions.	
	Administrative staff are knowledgeable about rules and provide clear guidance.	
Reliability	Accessing information on training and learning materials is easy.	Rashid và cộng sự (2021) Ariyanto và cộng sự (2020) Ha Nam Khanh Giao (2020) Nguyen Thi Ngoc Diep (2020)
	Learners can easily grasp information about the school's activities.	
	Lecturers organize suitable learning activities.	
	Lecturers/staff demonstrate sincere concern when addressing learners' issues.	
	Learners are regularly updated with new knowledge.	
	The school always fulfills its commitments to learners.	
Empathy	School and department leadership frequently organize dialogue sessions with students.	Rashid và cộng sự (2021) Ariyanto và cộng sự (2020) Nguyen Thi Ngoc Diep (2020)
	Academic advisors always show concern, help, and motivate learners.	
	Departments and staff, including lecturers, understand the needs of learners.	
	The school always cares about the benefits of learners.	
	The school always has supportive policies for learners.	
Responsiveness	The training information portal meets the needs of learners (www.uis.ufm.edu.vn).	Rashid và cộng sự (2021) Ariyanto và cộng sự (2020) Ha Nam Khanh Giao (2020) Nguyen Thi Ngoc Diep (2020)
	Online learning support applications meet the needs of learners.	
	Department staff and school lecturers serve learners quickly and resolve issues promptly and on time.	
	Department staff and school lecturers do not appear too busy to refuse to meet the needs of learners.	
	Department staff and school lecturers are always willing to help learners.	
Image	This is a prestigious university.	

	The university's brand adds value to its graduates.	Huynh Thi Kim Duyen (2016)
	Many learners find career success after studying here.	
	Learners are proud to be part of this university.	
	Learners take pride in the university's visual identity (logos, colors, slogans).	
Satisfaction	You are satisfied with the training programs at the university.	Rashid và cộng sự (2021)
	You are satisfied with the quality of the lecturers.	Ha Nam Khanh Giao (2020)
	You are satisfied with the facilities and research environment.	Huynh Thi Kim Duyen (2016)
	You are satisfied with the management and training services.	
	The university meets learners' expectations.	
	You are satisfied with the commitments made by the university.	
	You would recommend the university to others.	
	You will continue to choose this university for future education.	

Appendix 2. Descriptive Statistics of the Survey Dataset

Category	Quantity	Percentage (%)
Academic Year		
2019	365	25.9
2020	369	26.3
2021	340	24.2
2022	331	23.5
	1405	100.0
Gender		
Male	378	26.9
Female	1027	73.1
	1405	100.0
Respondent Type		
Undergraduate Students	1245	88.6
Postgraduate Students	125	8.9
Doctoral Students	35	2.5
	1405	100.0
Training Program		
High-Quality	523	37.2
High-Quality full-time English	30	2.1
Formal Training Program	616	43.8
Special Training Program	229	16.3
	1398	100.0
Field of Study		
International Business	173	12.3

Category	Quantity	Percentage (%)
Banking and Finance	207	14.7
Accounting and Auditing	61	4.3
Business Administration	114	8.1
Marketing	300	21.4
Economics	34	2.4
Tourism Management	65	4.6
Information Systems	93	6.6
Business Law	35	2.5
Hospitality Management	31	2.2
Real Estate	85	6.1
Hotel Management	90	6.4
Economic Mathematics	26	1.9
English Language	91	6.5
	1405	100.0

Appendix 3. Reliability test of measure scales

Scale	Code	Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Lecturers	GV1	0.700	0.894	0.906
	GV2	0.673	0.897	
	GV3	0.666	0.898	
	GV4	0.753	0.889	
	GV5	0.727	0.891	
	GV6	0.745	0.889	
	GV7	0.772	0.886	
Facilities	CSVC1	0.691	0.877	0.893
	CSVC2	0.726	0.873	
	CSVC3	0.696	0.877	
	CSVC4	0.718	0.874	
	CSVC5	0.757	0.870	
	CSVC6	0.571	0.896	
	CSVC7	0.728	0.874	
Training Program	CTDT1	0.795	0.941	0.947
	CTDT2	0.785	0.941	
	CTDT3	0.785	0.942	
	CTDT4	0.761	0.943	
	CTDT5	0.810	0.940	
	CTDT6	0.858	0.937	
	CTDT7	0.853	0.937	
	CTDT8	0.816	0.937	
Assurance	NLPV1	0.794	0.940	0.945
	NLPV2	0.841	0.934	
	NLPV3	0.844	0.934	
	NLPV4	0.849	0.933	

Scale	Code	Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
	NLPV5	0.849	0.933	
	NLPV6	0.843	0.934	
Reliability	ĐTC1	0.820	0.929	0.940
	ĐTC2	0.821	0.929	
	ĐTC3	0.859	0.924	
	ĐTC4	0.859	0.924	
	ĐTC5	0.784	0.933	
	ĐTC6	0.778	0.934	
Empathy	QT1	0.857	0.935	0.948
	QT2	0.640	0.971	
	QT3	0.932	0.922	
	QT4	0.939	0.921	
	QT5	0.926	0.923	
Responsiveness	ĐU1	0.788	0.912	0.926
	ĐU2	0.794	0.911	
	ĐU3	0.802	0.909	
	ĐU4	0.823	0.905	
	ĐU5	0.820	0.906	
Image	HA1	0.801	0.922	0.921
	HA2	0.770	0.908	
	HA3	0.775	0.907	
	HA4	0.859	0.890	
	HA5	0.777	0.908	
Satisfaction	HL1	0.774	0.935	0.941
	HL2	0.750	0.936	
	HL3	0.723	0.940	
	HL4	0.833	0.931	
	HL5	0.837	0.931	
	HL6	0.827	0.931	
	HL7	0.793	0.933	
	HL8	0.815	0.932	

Appendix 4. Correlations matrix

	Lecturers	Facilities	Training program	Assurance	Reliability	Empathy	Responsiveness	Image
Lecturers	1							
Facilities	0.613**	1						
Training program	0.715**	0.698**	1					
Assurance	0.662**	0.658**	0.696**	1				
Reliability	0.656**	0.634**	0.717**	0.659**	1			
Empathy	0.479**	0.535**	0.543**	0.525**	0.522**	1		

Responsiveness	0.628**	0.630**	0.677**	0.707**	0.682**	0.511**	1	
Image	0.625**	0.662**	0.693**	0.656**	0.666**	0.525**	0.684**	1
Satisfaction	0.663**	0.696**	0.738**	0.699**	0.722**	0.574**	0.697**	0.796**

Appendix 5. Rotated component matrix

	Component							
	1	2	3	4	5	6	7	8
CTĐT 6	0,703							
CTĐT 7	0,696							
CTĐT 3	0,682							
CTĐT 8	0,667							
CTĐT 5	0,661							
CTĐT 1	0,652							
CTĐT 2	0,642							
CTĐT 4	0,630							
Giảng viên 4		0,725						
Giảng viên 7		0,721						
Giảng viên 6		0,696						
Giảng viên 5		0,690						
Giảng viên 3		0,630						
Giảng viên 1		0,623						
Giảng viên 2		0,581						
Năng lực phục vụ 3			0,726					
Năng lực phục vụ 4			0,714					
Năng lực phục vụ 2			0,712					
Năng lực phục vụ 5			0,701					
Năng lực phục vụ 1			0,699					
Năng lực phục vụ 6			0,695					
Cơ sở vật chất 2				0,713				
Cơ sở vật chất 5				0,702				
Cơ sở vật chất 4				0,664				
Cơ sở vật chất 3				0,647				
Cơ sở vật chất 7				0,633				
Cơ sở vật chất 1				0,619				
Cơ sở vật chất 6				0,596				
Độ tin cậy 2					0,743			
Độ tin cậy 1					0,741			
Độ tin cậy 3					0,728			

Độ tin cậy 4					0,727			
Độ tin cậy 5					0,636			
Độ tin cậy 6					0,575			
Quan tâm 4						0,904		
Quan tâm 3						0,900		
Quan tâm 5						0,899		
Quan tâm 1						0,725		
Hình ảnh 4							0,736	
Hình ảnh 2							0,685	
Hình ảnh 3							0,681	
Hình ảnh 5							0,665	
Hình ảnh 1							0,655	
Đáp ứng 2								0,715
Đáp ứng 1								0,709
Đáp ứng 4								0,659
Đáp ứng 5								0,658
Đáp ứng 3								0,643
Cumulative %	50,784	55,575	59,323	62,882	66,377	69,278	72,098	74,460
Eigenvalue	24,376	2,300	1,799	1,708	1,677	1,392	1,353	1,134
KMO	0,964							
Sig.	0,000							