JUC E-SERVICES: STUDENTS' LEVEL OF SATISFACTION AND NEEDS AS PERCEIVED BY THE BUSINESS COMMUNICATION CLASS

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ABSTRACT

This study sought to assess the level of students' satisfaction of e–services in Jubail University College (JUC), Male Branch. Questionnaire and documentary analysis as data-gathering tools used in this study. This study used the descriptive method of research in its assessment of the e–services in JUC. With the used of questionnaire and documentary analysis as data gathering tools , this study describe the level of satisfaction of e–services on JUC during the first semester of academic year 2016–2017. Based on the finding the most needs e–services in JUC is Edugate and the second most needed in Blackboard. In addition, the most useful e–services in JUC is the Blackboard and second most useful Edugate.

Keywords: e-Services, Jubail University College, electronic services, Edugate, Blackboard, Satisfaction level, Business Communication

RATIONALE AND BACKGROUND OF THE STUDY

The most prominent of the recent advancements in Information and Communications Technology (ICT) has been the emergence of the Internet, Web-based technologies (e-Technologies) and global networked economies. Today, e- Technologies play an increasingly significant role in our day-to-day lives. They have fundamentally transformed the technological, economical, political and social landscapes. (Mehdi Asgarkhani, 2005).

E-services by definition is an umbrella term for services on the Internet. E-services include e-commerce transaction services for handling online orders, application hosting by application service providers (ASPs) and any processing capability that is obtainable on the Web.

Today, much of the world economy is focused on the service sector (Stafford and Saunders, 2004). One of the progressions driving administration economy development has been the fast advancement in PC innovation, portable innovation and the Internet. There are e.g. versatile situating administrations, activity data administrations and keeping money administrations on the Internet. With the assistance of stations, for example, the Internet and versatile media communications, data and functionalities are conveyed by administration suppliers, and are utilized by clients with the assistance of a PC based data framework (IS) and data and correspondence innovation (ICT). There are likewise benefits where the administration supplier renders the likelihood for clients to cooperate with different clients, e.g. e-commercial centers. The qualities for these sorts of e-services are that clients can meet and speak with each other.

The focus of this paper is on services where the service provider and the customer(s) do not meet at the same time, and/or at the same place, i.e. the IS act as a service performer and medium in the service delivery process. This is an exciting new area of study that needs new perspectives and new methods, which deal with the design, delivery, and impact of these services, because these types of services are likely to push the limits of software engineering in terms of analysis, design and testing (Chidambaram, 2001). A problem is that there are several terms used in the IS-field to describe these new ways of using IS such as e-services(Stafford and Saunders, 2004), web-services (Stern and Davis, 2000) and IT-services (Rodosek, 2003), and this creates confusion. The problem is both that different terms are used and the confusion about the conceptualization of this phenomenon within the discipline of Information Systems. We choose the term e-service to talk about this phenomenon and in the paper we will discuss the meaning of this concept. Looking at IS as a performer for delivering services changes the way we look upon IS and the discipline of Information Systems. The discipline was defined by the use of IS/ICT for administration and based on systems and organizational theory (Dahlbom, 2002).

Today we can see the merging of PCs, phones and media with the Internet, and how is produced to bolster e.g. transport and travel activities and the regular daily existences of individuals. The emphasis on the utilization of IS in workplaces and production lines is, because of this merging, supplanted by the need to concentrate on the utilization of IS in the public arena and in the business sector.

The purpose of the paper is to discuss in general the influence of e-services on the way students do work and how it help them in increasing their efficiency, productivity and more importantly how it increase their satisfaction in the e-services. Focusing mainly on the e-services in JUC, how satisfied the students in these services, the effectiveness, issues, and trying to improve it to meet the needs of the clientele, the students.

STATEMENT OF THE PROBLEM

This study aimed to determine the level of e-services satisfaction of Jubail University College – Male Branch student during academic year 2016-2017. Specifically, it sought to answer the following:

1. What are the most useful e-services for JUC students?
2. What is the level of satisfaction of student in terms of using e-services in JUC Male Branch?
3. Based on the findings, what are the most needed and useful e-services by students in JUC?

ASSUMPTIONS

1. The students are satisfied with e-services offered by JUC.
2. The Blackboard is the most useful e-services.
3. Based on the researchers' assumption the most needed e-services is e-mail.

SCOPE AND DELIMITATION

The study was conducted to assess the satisfaction of Jubail University College-Male Branch's students about JUC e-services. The study included the profiling of respondents in terms of their program of specialization and year level. Lastly, based on findings recommendations will be provided to JUC to improve the e-services.

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The study is limited to students enrolled in 'Business Communications' class for the first semester of school year 2016-2017. During the said semester of the school year, 90 students with different program of specializations participated in the study. These students were the respondents of this study.

CONCEPTUAL FRAMEWORK

The paradigm of the study adopted the input-process-output model. The inputs of the study are the data on satisfaction of the students in terms of e-services of Jubail University College, the most useful and needed e-services as they perceived. Questionnaires will be disseminated for them to answer the data for need of JUC e-services were provided by the JUC students.

The process involved evaluation of the accomplished questionnaires from the students with regard to present e-services of JUC .The include evolution of e-services in Jubal university college student , it also include analysis of needs of JUC e-services and the most useful e-services.

The process served as the basis for the evolvement the output. The result of this study is to improve e-services in JUC.

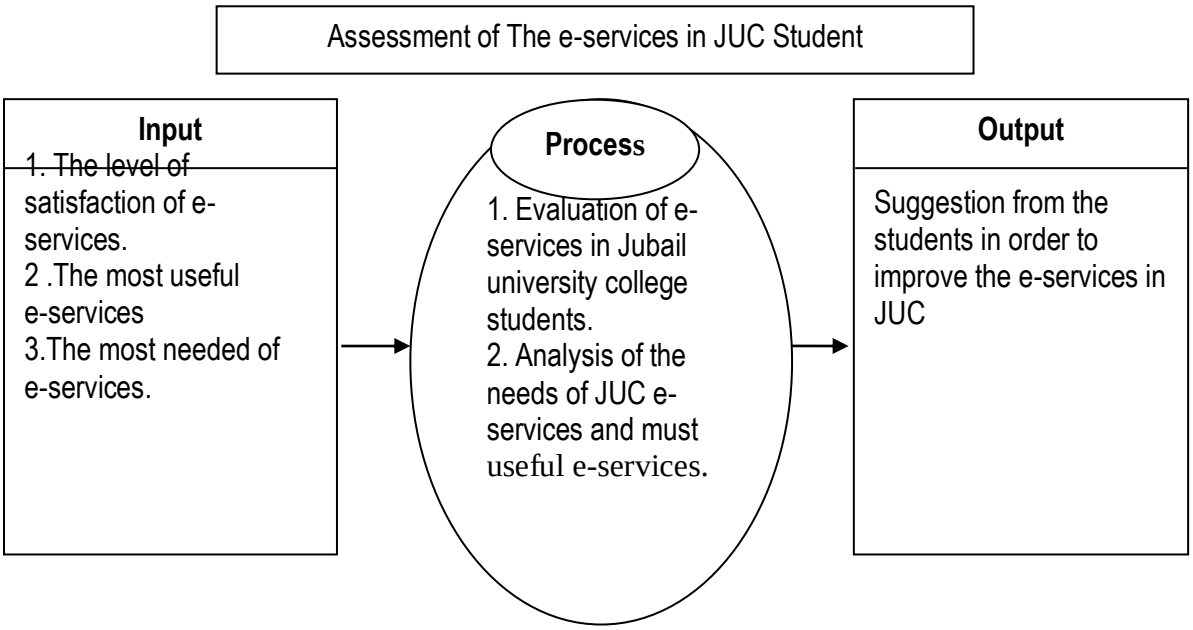

Figure 1. Research Paradigm

SIGNIFICANCE OF THE STUDY

A study aimed to identify the satisfaction level of JUC-Male Branch Students in terms e-services provided by the College. Consequently, the study will serve as a guide for JUC and other institutions for improving e-services.

Results of this study will benefit the following:

Jubail University College. The results of this study will be basis to improving college e-services.

Other Universities and Colleges in Kingdom of Saudi Arabia. The results of this study can be their model to develop or adapt new e-services technique for the students and other professional as well.

Students of Jubail University College. An effective and high quality e-services will be provided for them.

The Researchers. This study will give the researchers an opportunity to explore and gain new knowledge.

Other Researchers. The present study can be utilized for future study and can serve as reference.

METHODOLOGY

This part of the study presents the methodology used. Discussed here are research design, the sources of data that includes the locale of the study and research population, instrumentation and the data collection, and tools used for data analysis.

Research Design

This study used descriptive method of research which is used to describe characteristic of population or phenomenon being studied. It does not answer questions about who, when and why the characteristics.

Since, the study is about satisfaction of e-services in JUC Male – Branch students, descriptive research is the appropriate method. With the use survey questionnaire as tool, the researchers will survey the student in Business Communication course. There are ninety (90) students in the said course, they will be the respondents of the study.

Sources of Data

The primary source of data is the survey distributed to the Business Communication students and the secondary data are data from books, journal, and magazines.

The respondents of the study were the ninety (90) students enrolled in Business Communication class for the first semester of school year 2016-2017. During the said semester of the school year, 90 student with different program of specializations participated in the study.

Instrumentation and Data Collection

The instrument for data collection to answer sub-problem 1 and sub-problem 2 is the questionnaire. Questionnaire was a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The questionnaire was distributed to the Business Communication students, then it was collected and interpreted to answer the sub-problem 3. In sub-problem 3, the data collection observations and analysis.

Tools for Data Analysis

The data that gathered was collected and tabulated. These data was presented in tabular forms are analyzed and interpreted for the readers to understanding better the results obtained.

Slovin formula (1960) was used to compute the needed number of respondents.

The formula for the Slovin is:

$$n = \frac{N}{1 + N e2}$$

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Where:

n = number of samples

N = total population

e = error tolerance (0.05)

To answer the first sub-problem, the researchers utilized the Average Weighted Mane (AWM). Average Weighted Mean (AWM) was used to gauge the students' level of satisfaction. The formula for AWM is:

$$AWM = \frac{\sum_{i=1}^{N} W_i X_i}{N}$$

Where:

X = the item value

W = weighted value for each item

Relative Value	Statistical Limit	Interpretation
5	4.3 - 5	Strongly Satisfied
4	3.5 - 4.2	Satisfied
3	2.7 - 3.4	Neutral
2	1.9 - 2.6	Not Satisfied
1	1.0 - 1.8	Strongly Not Satisfied

For sub-problem 2, mode will be used. Mode has been defined as most frequently occurring score in a distribution. Greatly subject to sample fluctuations, statistic takes on different values with different samples.

In sub-problem 3 used data analysis to interpret and analyzed the data gathered from the respondents.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This part presents the data gathered, the analysis and their interpretation relative to the different problems raised in this study. Tables and figures on the succeeding pages presents the gathered data from the respondents, analysis and interpretation.

Table 2. Profile of Respondents in Terms of Year Level

Year Level	Number of Students	Percentage
Freshmen	0	0%
Sophomore	18	21.3%
Junior	21	25.3%
Senior	42	53.4%

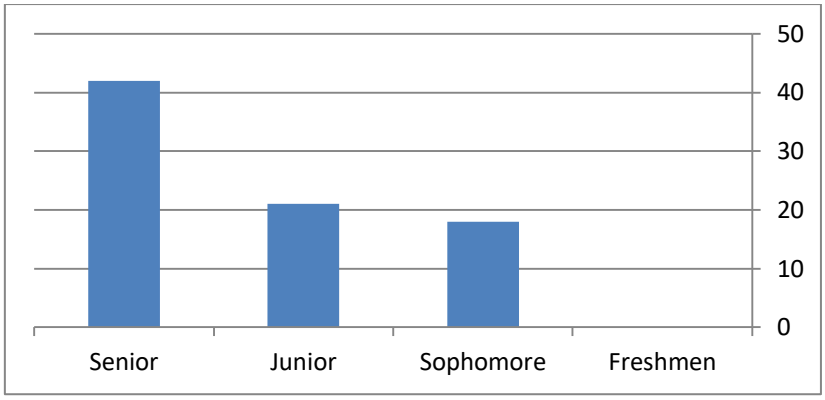

Figure 2. Profile of Respondents in Terms of Year Level

The table shows the number of respondents in each level in JUC Male Branch. In the figure 2, the senior students are the majority of the respondents (53.4%). Junior students are 25.3% of respondents. The sophomore students are the third of them (24.3%). However, there are no freshmen students among the respondents participated in our study. The senior students are frequent users of e-services in JUC.

Table 3. Profile of Respondents in Terms of their Major

Major	Number of Student	Percentage
Business Administration (BUS)	17	22.6%
Management Information System(MIS)	15	14.6%
Computer Science (CS)	10	13.4%
Civil Engineering (CE)	18	24%
Mechanical Engineering (ME)	21	25.4%

Table above presents the profile or the status of Jubail University College students participated in study in terms of their major or specialization. The table shows that Mechanical Engineering students are the majority of the respondents, making them 25.4%. 18 Civil Engineering students participated or 24%. Business Administration students is 22.6% among respondents. Management Information System students is 14.6% among respondents. Lastly, Computer Science students position 15.4% in the study. The purposes of this table to show that survey are distributed to different students from different majors.

Figure 4. Profile of Respondents in Terms of their Major

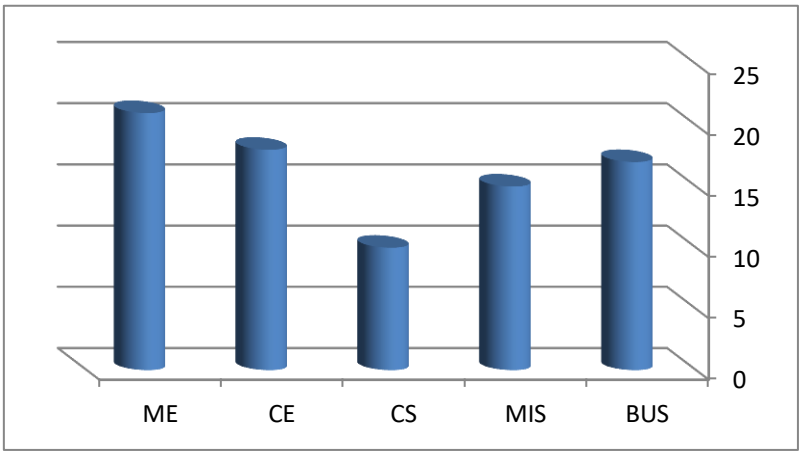

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Table 4. Profile of Respondents in Terms of Number of Visits JUC Web-Site

Number of Visits	Number of Student	Percentage
Once a Day	26	33.3%
Twice a Day	12	10.6%
Once a Week	19	25.4%
Twice a Week	20	25.31%
Once a Month	2	2.7%
Other	2	2.69%

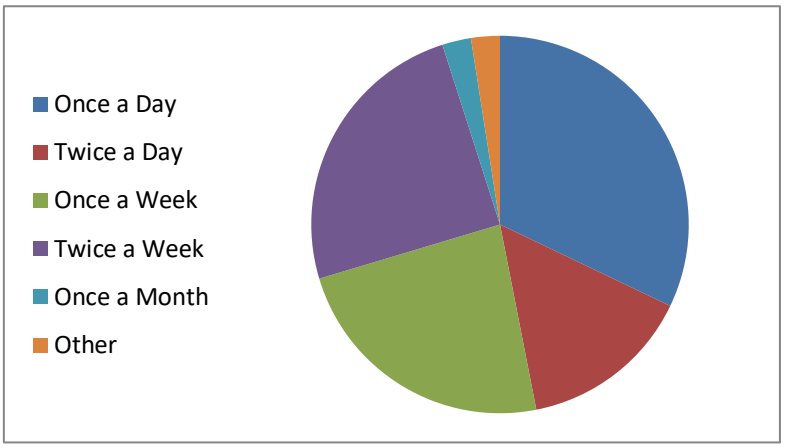

Figure 5. Profile of Respondents in Terms of Number of Visits JUC Web-Site

Table 4 shows profile of respondents in terms of number of visits to JUC web-site. The result shows that majority of the students visit the website daily as the table shows 33.3%. Also a lot of students visit the website twice a week and as represented by 25.31%. Then the students who visit the website once a week are 25.4%. The interested students who visit the website twice a day represent 10.6%. The student who visit the website once a month or seldom than that is 2.7%. The reason for this why majority of them visit the web-site once a day because the instructor require them to visit web- site because he uploaded a material in it.

Table 5. Most Needed e-services in JUC as perceived by the respondents

E-Services	Number of Vote
Edugate	56
Student e-mail	14
Blackboard	54
Exam Schedule	27
Announcement	6
Scientific Council	2
GPA Calculation	11
Academic Calendar	4

Table 5 shows the most needed e-services in JUC as perceived by the respondents. Based on the student's votes, it shows the number of votes of Edugate is 56, followed by the Blackboard. 27 voted for Exam Schedule. 14 votes of students goes e-mail. GPA calculation got only 11 votes. Lastly are the announcement, academic calendar and scientific council got the following votes respectively 6, 4, and 2. The Edugate is the most needed according to the student perspective.

Figure 6. The Most Needed e- services in JUC

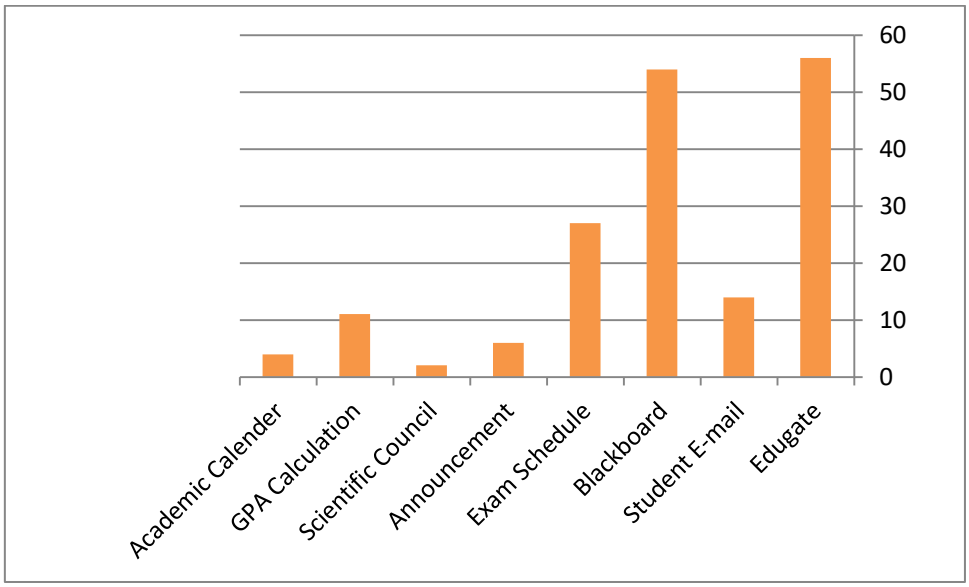

Table 6. The Most Useful e- services in JUC

E - Services	Number of Vote
Edugate	40
Student e-mail	12
Blackboard	55
Exam Schedule	16
Announcement	9
Scientific Council	4
GPA Calculation	12
Academic Calendar	6

Table 6 shows the most useful e-services in JUC as perceived by the respondents. Based on the students' votes, it shows that the number of votes of Blackboard is 55 votes. The Edugate got 40 votes. There are 16 votes for Exam Schedule. 12 votes for each Students email and GPA calculation. Lastly, the Announcement, Academic Calendar and Scientific Council got 9, 6, and 4 respectively. So, the most useful e-services for the student in JUC is the Blackboard, because the majority of the student needs to visit the blackboard every day to directly communicate with their instructors.

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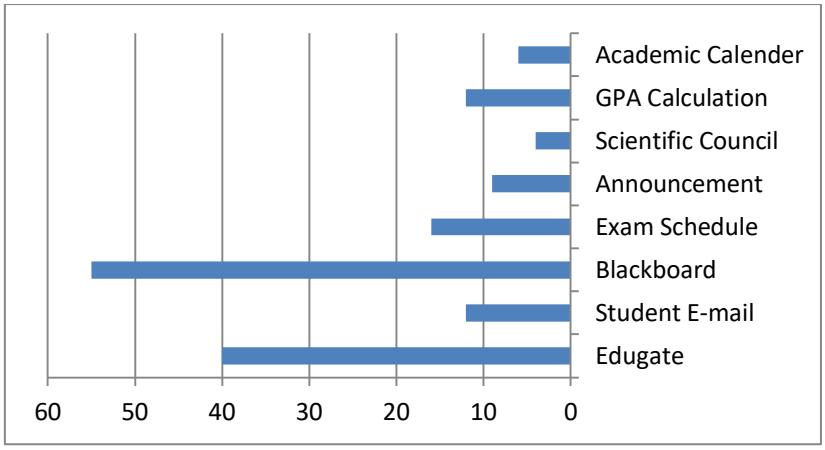

Figure 7. Shows the Most Useful e- services in JUC

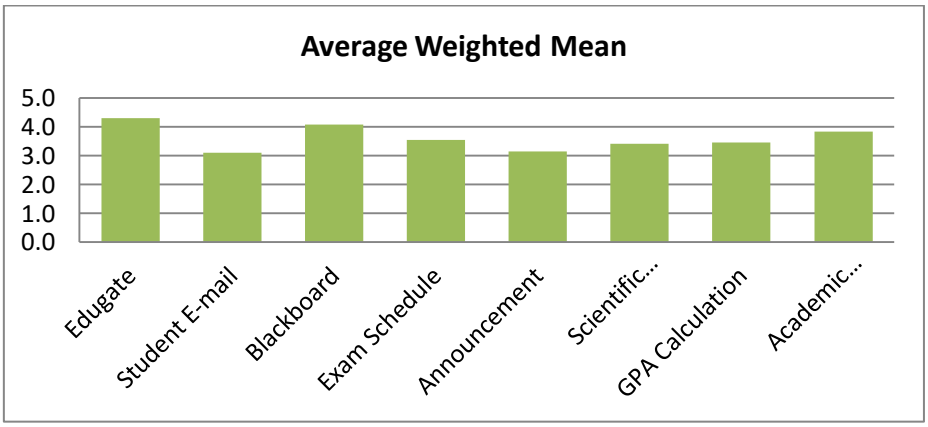

Figure 8. The Level of Satisfaction of e-services in JUC

The most useful e-services in JUC

e-Services	Strongly Satisfied (5)	Satisfied (4)	Neutral (3)	Not Satisfied (2)	Strongly Not Satisfied (1)	AWM	Description
Edugate	26	32	19	4	0	4.3	(SS)
Student e-mail	10	12	32	12	15	3.1	(N)
Blackboard	25	25	23	5	3	4.1	(S)
Exam Schedule	12	31	16	13	9	3.6	(S)
Announcement	5	16	33	21	6	3.1	(N)
Scientific Council	11	13	39	14	4	3.4	(N)
GPA Calculation	10	20	33	12	6	3.5	(S)
Academic Calender	19	25	23	10	4	3.8	(S)

The Most needed of e-services

Based on findings, the most needed e-services in JUC is the Edugate, because the majorities of the student are familiar and use this e-service in JUC. In addition, the sub-problem 1 and sub-problem 2 that shows the Edugate is the most needed. The Blackboard is the second most needed e-services in JUC according to students' perspective.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This part presents the summary of the study, the conclusions drawn and recommendations offered based on the findings and conclusions made.

Summary

This study sought to assess the level of students' satisfaction of e–services in JUC Male-Branch. Questionnaire and documentary analysis were used as data–gathering tools in this study. This study used the descriptive method of research in its assessment of the e–services in JUC. With the used of questionnaire and documentary analysis as data gathering tools, this study described the level of satisfaction of e–services on JUC during the first semester of academic year 2016–2017.

This study also assessed the level of satisfaction of e–services on JUC. Based on the finding the most needed e–services in JUC is Edugate and the second most needed in Blackboard as perceived by the respondents. In addition, the most useful e–services in JUC is the Blackboard and second most useful Edugate.

Among the e-services the student rate Edugate as strongly satisfied rating and the rest of e-services obtained below highly satisfied rating.

Some student comments that the Student e-mail is not working. Others commented that students should be aware and know the purpose of services like scientific council.

CONCLUSIONS

Based on the findings made the following conclusion were drawn:

1. The most needed e-services of JUC is the Edugate. The reason of this is that it enables the students to see their grades, attended records, assessments, online requisition and student reports. The rest of e- services such as student e-mail, and other obtain below strongly satisfied rating. Because, the student are not aware of e-services.
2. The most useful e-services is Blackboard because the instructors requires the student to visit the Blackboard to be able for them to download courses materials.
3. The students are strongly satisfied with the Edugate because, it is flexible and provides many services to the students that enable them to access even in their home.
4. 33% of respondents visit e- services of JUC once a day. Because, they want to monitor their performance.
5. Other services are not working maybe because the IT Department is not aware of the problem in that student encountered.

RECOMMENDATIONS

Based on the finding and conclusions drawn, the following recommendations are hereby offered:

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1. Improving the quality of some services such as Student e-mail, it is not working properly.
2. Conduct the meeting with the students to make them aware about the e-services offered by JUC.
3. Improve the applications on smart phones and offer some additional services on it, such as the grades, GPA calculation and assignment results.
4. Include new services on the web-site like showing the general schedule for the instructor and the office hour also.
5. Update the courses that appear in the blackboard, because the courses are not updated automatically.
6. A further study is recommended to determine the validity of the results.

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