The Customers' Opinions on Administration of the Official Documents in School of Science University of Phayao Using LINE@ Application

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ABSTRACT

The objectives of this study are (1) to evaluate users' opinions towards the use of LINE@ application in document management of School of Sciences, University of Phayao; (2) to identify the problems and suggestions for the document management. Questionnaires were used to collect data from the target group. 46 out of 110 staff members of the School of Sciences were randomly selected with a mixture of academics and academic support staff. Descriptive statistics such as percentage, mean, and standard deviation (SD) were used to analyze the data. The result of this study showed that the users' opinions towards the use of the application in terms of its simplicity and practicality and the practicality of the application using process obtained the same highest mean at 4.64. The following aspects also depicted the users' opinions at a high level respectively: clarity and suitability of fonts appeared in the application, 4.62; accessibility of the application operating system, 4.55; facilitation in document search of the application, 4.51; suitability of contents, 4.49; user-friendliness of the application interface, 4.47; the application attractiveness, 4.21; completeness and memorability of information in the application, 4.13; and a PR campaign for the application usage, 3.87. The main problem highlighted by the participants was that the forms being distributed to different departments, divisions, or other schools caused some delays in information retrieval. They also suggested improving a PR strategy to encourage the use of the application amongst the staff.

Keywords: *management, clerical, administrative work, LINE@ application*

INTRODUCTION

In the digital era such as now, communication technology has become a medium tool for humans to communicate and helped lessen the gap in communication between them. Herring (1999, cited in Jithkraikroun, 2010) defined the term "computer-mediated communication" as a non-discrete communication interaction via computers that can determine the interaction between two or more people or in the form of a computer network. While Chesebro and Bonsall (1989, cited in Jithkraikroun, 2010) stated that communication through computers is to deliver information as the personal computers can form a network that can connect to other computers. The development of mobile technology in the forms of smartphones or mobile phone applications also allows the users to communicate through different channels other than having a conversation over the phones.

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Sending text messages, or a chat, through mobile applications has become one of the alternative channels. Chuenchom (2012) explained that because applications are the software that helps facilitate the users in many aspects, their user interface (UI) has become a crucial part (Makerd, 2011). The applications serve the purpose of simplifying and enhancing the capabilities of communication devices. Users can install the program in accordance with the type of portable communication device and its operating system (Rodthong, 2014). In the late 1900s, since the creation of the App Store, mobile applications have been widely used around the globe. The early forms of mobile applications were only for ringtone downloads. Therefore, the creation of the App Store has brought many changes to the software for the communication industry (Holzer & Ondrus, 2011). Not only this change broadens the contents of mobile applications, but the rapidly growing number of applications also results in the emerging of Application Market Place from different major mobile network providers with which the application developers have been rendered their share of income. The types of applications produced depend on the economic and social contexts. From the survey, most downloads are observed in Europe, North America, and Asia.

Various applications have been designed for making a conversation, and LINE is one of them. Buranabenya and Kantawong (2014) defined the LINE application as a chat program for mobile phones which users can access from different operating systems, namely, iOS, Android, and Windows Phone. The users can also access the program through personal computers (PC) or Mac. Features such as having an individual or group chat, making voice or video calls, and sending files and stickers are available for users for free. In Thailand, LINE is one of the most popular chat applications. Since its first launch in June 2011, compared to other platforms such as Facebook and Twitter that reach the same amount of user accounts, LINE was found the fastest-growing application of all. While LINE took 18 months to reach one hundred million accounts, Twitter and Facebook took 49 and 54 months to reach the same number, respectively (Blognone, 2013).

Moreover, it took LINE another six months to reach two hundred million accounts. The number of active user accounts soared to three hundred million in 2013. The popularity of LINE in Thailand is likely to grow continuously. Mr. Ariya Phanoyong, the Managing Director of LINE Thailand, revealed in the press conference "2016 LINE Beyond Chat" that, by the end of the year 2018, the total number of LINE users in Thailand would reach 33 million. That would make it the second-highest number after Japan and reach 50 million in 2019 (Matichon Online, 2019).

Nowadays, LINE application for Thai users is not limited to having a conversation with friends. Many organizations use LINE to create organizational communication, co-work, share files and media, and even share locations. Moreover, LINE can be installed on PCs and applied to many different tasks. For example, LINE is used as a medium to communicate either within or between organizations, family members, or friends. Creating personal social networks, receiving updates and the latest news, advertising and promoting products and services, and sharing knowledge, ideas, and mutual understanding is what LINE can help happen. Kaewsaenmuang (2017) conducted survey research on LINE usage behavior and the

users' satisfaction of those who work in Bangkok. The study's objectives were to observe the users' usage behavior and LINE using experience satisfaction and examine how different demographic factors affect the users' behavior and satisfaction. The study showed that people from different age groups, education backgrounds, and salary ranges who work in Bangkok have different satisfaction levels.

Due to the importance of organizational communication, Sudcharee (1999) defined organizational communication as exchanging information and knowledge among the organization's members to achieve the organization's efficiency and effectiveness. There are different levels of organizational communication, including personal, group, and organizational levels, that need to communicate for various reasons. Therefore, smartphones have become one of the most popular tools for communication at all levels.

LINE@ is another official account of LINE application that many organizations use to support and facilitate their work to be more flexible and efficient.

Figure 1: LINE@ icon.
(Retrieved from: https://www.modify.in.th/10064.)

Due to a number of forms and documents from different divisions and departments and a problem with accessing those documents from many sources, LINE@ is used to solve the problems as it gathers all the essential information to one place and makes things easier for the users or staff to access to what they are looking for instantly. It also helps sort and organize information and documents systematically as well as enable users to retrieve and share them at the same time effectively. Apart from helping to sort and store documents and information for the staff at the School of Sciences to access the documents easily, another function of LINE@, such as making announcements, allows the executive board, academics, and academic support staff to be instantly updated on matters or issues. This latter function can be performed one to one or as a group in real-time.

From what mentioned above about the importance of using LINE@ in a workplace, it is interesting to know what opinions the users of LINE@ via smartphones have towards the document management offered by the clerical, administrative team of the School of Sciences, University of Phayao. Good document management is much needed to help the clerical, administrative work to be more effective. The management of documents and forms from various departments and organizations has been developed to solve the problem. This management system allows users to store, retrieve, and search for the data and information in one place or LINE@. Besides enabling the users to store and distribute forms and documents across the School, LINE@ compiles different

department websites that enable the users to retrieve and have convenient access to the sources using their smartphones. The results gained from this study will be considered a guideline for future document management improvement of the School of Sciences, University of Phayao.

RESEARCH METHODOLOGY

This study was survey research conducted to observe the users' opinions towards the use of LINE@ application in document management of School of Sciences, University of Phayao, and the research methodology is as follows:

1. The target group of the study

The population in the study was the staff of the School of Science, University of Phayao. There were 110 people, consisting of 74 academics and 36 academic support personnel. Therefore, the sample size was calculated by random sampling to obtain a sample size of 46 people (Ekakul, 2000).

2. Research instruments

Research instruments used in this study include:

2.1. LINE@ application used to set up a document management system of the School of Sciences

2.2. questionnaires on the users' opinions of the service system, which comprised of 4 parts as follows:

Part 1 is the general demographic multiple-choice questions about the respondents classified by their gender and age.

Part 2 is the multiple-choice questions about the respondents' status.

Part 3 is the rating scale questions about the respondents' opinions on the use of LINE@ application in document management of School of Sciences, University of Phayao. The items were designed on the five-point rating scale with scoring criteria and interpretation, of which 5 means strongly agree, 4 means agree, 3 means neutral, 2 means disagree, and 1 means strongly disagree (Srisa-ard, 2002, p.102).

Part 4 is the open-ended questions for respondents to elaborate on their comments and suggestions as well as provide guidance for the system improvement in the future.

A question outline was submitted to three experts to examine to obtain the questionnaire's content validity and prove the questions' relevance to the indicated behaviors that were previously determined. The experts were Associate Professor Tanakit Thianwan, Ph.D., Assistant Professor Nujira Tatun, Ph.D., and Ms. Promphatsorn Asanithikun, an academician. The examination scores from the three

experts were gathered and calculated by using the item-objective congruence index or IOC to find out the content validity. First, content validity was obtained from the relevance between the indicated behaviors and the questions generated. Then, IOC values were converted to numbers representing the relevance of the items and the objectives: 1 illustrates relevance; 0 represents unclear/unsure; -1 represents irrelevance.

The formula used in this process was when R is the total score obtained from all review scores multiplied by the number of experts for each item; n is the number of experts. For IOC value interpretation, suitable or relevant items should acquire a score close to 1; on the other hand, the items that receive a score lower than 0.5 should be changed or adjusted (Ritcharoon, 2002, p. 150-151). Thus, any items that had a score fall between 0.5-1.0 were acceptable. IOC result revealed that the scores for all items were in the range of 0.7 to 1.0, which were considered relevant and acceptable by the three experts.

3. Data collection

Data collection was as follows:

3.1. The document management system account was created and designed using the LINE@ application. All details of every form and necessary document were listed in the form of menus on a screen. The system account icon on LINE@ can be viewed and accessed from Android and iOS operating systems. The icon was named "Administrative Documents of School of Sciences". Users can access all documents using their smartphones by entering the number of an organization or a document on the menu in the chatbox and click send button to receive the form they are looking for instantly and automatically. The menu interface is as shown below.

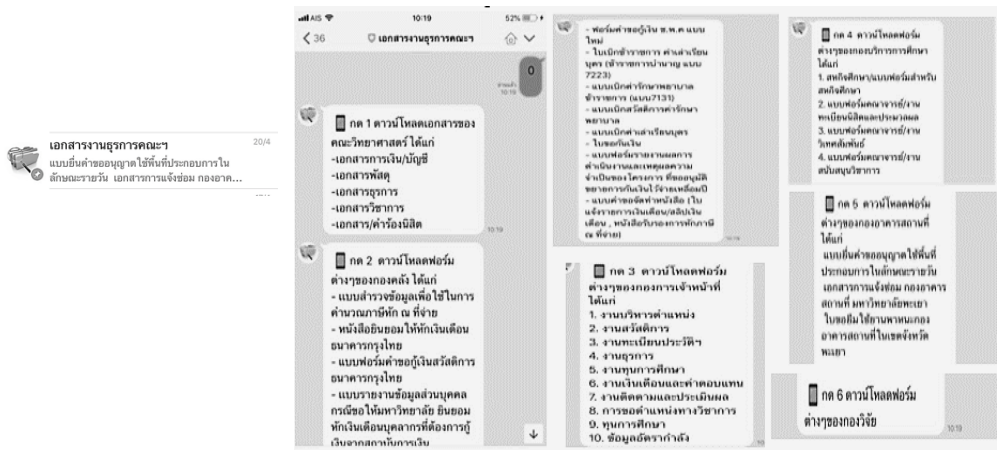

Figure 2: (To the far left) the icon of the document management system account and examples of the menu with details on the account interface.

3.2. The system was tested with 46 staff of the sample group, and a request letter was composed and sent out to ask for their cooperation in answering questions in a questionnaire.

3.3. Forty-six questionnaires were distributed to the sample group. The questionnaires could be answered online via scanning a QR Code. All 46 staff, representing 100%, submitted their opinions.

4. Data analysis

Descriptive statistics were used to analyze the data. Frequency and percentage were used to analyze general information and status. Frequency, percentage, arithmetic mean, and standard deviation (SD) were used to analyze the opinion level of the usage. Rating scores of each item were collected and averaged then compared with the quality criteria of the Likert or Likert scale (Wanichbancha, 2003). According to the Likert scale, an average score of 4.51 to 5 is considered the highest; 3.51 to 4.50 is high; 2.51 to 3.50 is moderate; 1.51 to 2.50 is low; 0 to 1.50 is the least. Open-ended questions were analyzed by using frequency.

RESULTS

After analyzing the data gained from the questionnaires, the results of each part were as follows:

Part 1 General information of the respondents

The majority of the respondents were female, with 24 people representing 52.17%, followed by 22 males representing 47.83% of the sampling population. Twenty-five people aged 31-40 years, accounted for 54.35%, were the majority of the respondents. Other groups were 17 people aged 41-50 years of age, 36.96%, and four people aged 21-30 years, 8.69%, respectively.

Part 2 Respondents' Working Status

When classified by working status, most of the respondents were academic staff (lecturers), with 30 people representing 65.22%, followed by academic support staff, 13 people representing 28.26%, and another three executive board members representing 6.52%.

Part 3 Users' opinions towards the use of LINE@ application in document management of School of Sciences, University of Phayao.

This study surveyed 46 users' opinions towards the use of LINE@ application in document management of the School of Sciences, University of Phayao. The results are shown in the table below.

Table 1: The table shows descriptive statistics data and the level of users' opinions interpretation towards the use of LINE@ in document management of School of Sciences, University of Phayao.

Topics	$\bar{X}$	SD	Level of Opinion
1. User-friendliness of the application interface	4.47	0.546	High
2. Suitability of contents	4.49	0.585	High
3. Accessibility of the application operating system	4.55	0.503	Highest
4. Facilitation in document search of the application	4.51	0.547	Highest
5. Simplicity and practicality of the application	4.64	0.486	Highest
6. Clarity and suitability of fonts appeared in the application	4.62	0.491	Highest
7. Practicality of the application using process	4.64	0.486	Highest
8. Completeness and memorability of information in the application	4.13	0.679	High
9. PR campaign for the application usage	3.87	0.797	High
10. The application attractiveness	4.21	0.623	High
Total	4.41	0.574	High

From the table above, the overall opinions of the usage were at a high level ($\bar{X}$ = 4.41). Furthermore, when considering each item, five topics obtained the highest level respectively: simplicity and practicality ($\bar{X}$ = 4.64), the practicality of the application using process ($\bar{X}$ = 4.64), suitability of fonts appeared in the application ($\bar{X}$ = 4.62), accessibility of the application operating system ($\bar{X}$ = 4.55) and facilitation in document search of the application ($\bar{X}$ = 4.51). However, the item that received the lowest level of opinion was the PR campaign for the application usage ($\bar{X}$ = 3.87).

Part 4 Comments, suggestions, and improvement guidelines

Table 2: Comments and suggestions were analyzed and summarized in the form of frequency (person).

Comments and Suggestions	Improvement Guidelines	Frequency
1. Increase PR approach to promote the use of the application among the staff to try it and give feedback and point out any defects of the application to the developer for future improvement.	1. PR the application and ask for their cooperation every three months using IT and social media to encourage the application usage at work.	1
2. For the subsequent study, there should be an observation of the LINE@ users' behaviors, such as the usage peak period or the purposes the users use the application for the most.	2. Train the staff to develop their working skills to keep up with the new Thailand 4.0 trend.	1
3. Develop more other exciting functions.	3. Join some training, be educated, and search for more information from different sources such as books, research, online, and others.	1

CONCLUSIONS AND DISCUSSION

In terms of respondents' general information, the study showed that most of the respondents were female, representing 52.17%, and most respondents were at the age of 31 to 40, which accounts for 54.35%.

In terms of working status, most respondents were academic staff, representing 65.22%.

Regarding the different usage aspects, the overall usage opinions were high, with a mean of 4.41. Five topics were highly rated. The application simplicity and practicality and the practicality of the application using process were rated the highest at 4.64% each, followed by the suitability of fonts used, rated at 4.62%. These two points were consistent with the work of Venkatesh and Bala (2008) that the attitudes towards the use of technology conceive from acknowledging its usefulness and simplicity. However, in the light of PR, the use of the application was rated the lowest at 3.87%. This low rating highlighted the importance of using online media or other technological devices to promote the application mentioned in the study conducted by Satawetin (1999), stating that using media can help improve the efficiency of PR. In conclusion, the results gained from the survey were considered achieving the objectives of this study as the comments, suggestions, and improvement guidelines were provided for future development.

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