



Importance and Performance analysis of distance education for Radio and Television University of China students in China

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Abstract

This study aims to measure students' perception on importance and performance of Radio and Television University of China (RTUC), with intention to help improving the university's business performance and reputation. Student's satisfaction is one of the important indexes of university ranking, and also it is an important reference index when students choose one university to apply for. As a radio and television university, its students are mainly adults who have had working experience, adult students hope to be more competitive in the workplace to promote the continuing education of academic qualifications. Unlike full-time young students who are influenced by a variety of factors, adult students will focus on student's satisfaction when they choosing a school, so improving student's satisfaction is important for RTUC enrollment, and studying the impact criteria of different variables on student's satisfaction can help RTUC to improve student's satisfaction and thus better help universities attract students to enroll. Variables effecting RTUC's student's satisfaction in the distance education industry of China includes eight attributes: they are, RTUC's general service, registration guide, tutorial, practice, learning material, examination, media, and, cost/value for money. The survey is conducted on RTUC's 401 students via questionnaire of 44 questions to find any significant difference between their perceptions on importance and performance of all variables. This is a research which uses quantitative method and uses important and performance analysis (IPA) to evaluate the result.

Keywords: Distance education, Student's satisfaction, Important and performance analysis,