

Research Title : The Happiness of Conducting Quality Assurance of Lecturers in Private Higher Education Institutions

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ABSTRACT

This research was designed by using a mixed-methods research methodology. Its three main objectives were (1) to synthesize the items indicating the happiness of conducting quality assurance of lecturers in private Higher Education Institutions (HEIs), (2) to analyze the factors of the happiness of conducting quality assurance of the lecturers in the private HEIs, and (3) to propose the guidelines of conducting quality assurance happily for the private HEIs in Thailand. The research sample consisted of 16 chairmen of internal and external assessors at the higher education level, and 477 lecturers in the private HEIs. Three types of research instruments were included: (1) a document synthesis note, (2) an in-depth interview form, (3) a questionnaire. The data collection and analysis were divided into three phases; phase 1: item synthesis, content analysis was applied, phase 2: factor analysis, descriptive statistics were applied comprising frequency, percentage, mean, and standard deviation, second order confirmatory factor analysis using LISREL version 8.80, and phase 3: guidelines proposal, the content analysis was applied. The significant research findings were as follows:

1. The happiness of conducting quality assurance of the lecturers in the private HEIs are divided into five factors consisting of Aspect 1: institution; three indicators comprising (1) the support of HEI, (2) the readiness of HEI, and (3) the value which the HEI obtains, Aspect 2: administrator; two indicators comprising (1) the administrators' attributes, and (2) the methods of administration, Aspect 3: Quality Assurance (QA) team; three indicators comprising (1) knowledge and skills, (2) amicableness, and (3) the tools supporting QA works, Aspect 4: lecturers; four indicators comprising (1) the opportunities of self-development, (2) acceptance, (3) positive feeling, and (4) the knowledge of conducting QA, Aspect 5: assessor; two indicators comprising (1) the assessors' attributes, and (2) assessment process.

2. The second order confirmatory factor analysis model of the happiness of conducting QA of the lecturers in the private HEIs is fit to empirical data with the Chi-Square (χ^2) of 44.80, $df = 33$, $p = 0.083$, RMSEA = 0.027, GFI = 0.99, and AGFI = 0.96.

3. The five guidelines of conducting quality assurance happily for the private HEIs in Thailand are proposed with nineteen practical methods.

Keywords: happiness, quality assurance, private higher education institution