

Study and Investigation of the Effectiveness of Web-Based Intelligent Students Feedback System in a Private University College

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ABSTRACT

Basically, conducting the study and investigation about the effectiveness of the web-based intelligent student feedback system is necessary. As it is known that customers are one of the main element that ensure long-lasting cash-flow to the business. For that to say, customers' opinions are essentially important information that would help the business to grow and as well avoid falling in big risk. By knowing the customers' responses, the organisation can determine what actual products and services that customers really want.

However, for the proposed research which is conducted at INTI International University College (INTI-UC), the students are considered as the main customers that organisation would serve well. INTI-UC is an organisation which students are their main customers. It is a well-known education firm that has the greatest number of international students. As an aim of this conducted research, it is a fact that collecting the students' feedbacks will help organisation such INTI-UC to identify the various problems that students face. From this point, INTI-UC can identify their weak points and try to overcome them by analysing the feedbacks obtained from students.

Along with the research, a web-based feedback system will be developed in order to support the research. The web based system is offering and provide a proper platform for the students to post their feedback in an easy manner. The system allows the student to select the type of problem that is being faced and then post the feedback to the right department. It is not necessary for the student to know the exact department which responsible to solve such problem. The system will automatically forward the feedback to the right department. Also, the system allows staff to communicate with the students by answering their posted feedbacks. Besides, the system is able to generate feedbacks analysis reports to help the organisation to understand the current situation of the students' level of satisfaction.

However, the research has proposed five main objectives where each of which associate with one research questions. The main objectives of this research are: understanding the information flow for various problems that INTI-UC students face, determining the importance of students' feedbacks to the organisation, identifying the different problems that students face, identifying the required features of the web-based intelligent student feedback system and their impacts, and lastly, to know the use of analysing the students' feedbacks. However, each of these objectives contributes to the whole research somehow.