ABSTRACT

Employees have been traditionally viewed as assets to the enterprise, whose value is enhanced by further learning and development, referred to as human resource development. Organizations have engaged in a broad range of human resource management practices to capitalize on those assets. High quality human resources are also a necessary condition to improve the efficiency of the operation in business. This dissertation was conducted during the time from June, 2012 to July, 2014. The research result showed that there were 550 enterprises who to be interviewed and answered nearly 56 questions the researcher had analyzed KMO test, the result of
KMO analysis used for multiple regression analysis. Enterprises’ responses were measured through an adapted questionnaire on a 5-point Likert scale. Hard copy and online questionnaire were distributed among enterprises in Dong Nai province.

In addition, the regression analysis result of enterprises’ need showed that there were four factors, which included of factors following: Soft skills; Information Technology skills; English skills and trained knowledge actually affected enterprises’ need with 5 % significance level. Besides, there were four factors affecting the LHU’ training quality includes: Teaching (Lecturers); Facilities; Training program and Science research. The research results were processed from SPSS 20.0 software. The parameters of the model estimated by Least - Squares Method tested for the model assumption with 5% significance level.

Keywords: LHU, quality, training quality, service quality and linkages, enterprises

Introduction

Education association between universities and enterprises is an objective demand resulted from both sides. The role-play of Enterprises is to provide information to help universities catch the demand of market on labor force. Universities always stand in need of coordinating with enterprises for their own benefit. On the other hand, it is ideal for enterprises if there is a training agent that can provide labor meeting their demand. To associate with universities is also practical demand of enterprises themselves.

Therefore, association between enterprises and universities contains indispensability as well as high feasibility. The article also proposes certain solutions to make close coordination between enterprises and universities. Those solutions relate to universities, enterprises and the Ministry of Education and Training as well Firms should therefore be interested in forging links, perhaps even in collaborating with universities or government laboratories in order to capture timely new technological opportunities stemming from basic research.

Not all firms, though, are ready to seek such links and to be able to benefit from them. It would be interesting to know what profile of firm it takes, for instance size, group affiliation, or the presence of research activities, to seek close contacts and collaborate with centers of basic research. Knowing that, governments could focus their attention to this type of firms to maximize the efficiency in the allocation of public R&D money.

Combined with the practical requirements of the teaching career, the authors have boldly chosen the theme "Building a strong linkage between university and enterprises: The case of Lac Hong university in Dong Nai province, Viet Nam" as a paper for researching in the developing of the linkage between university and enterprises.

Literature review
SERVQUAL Applications and Criticisms Although many studies have used the SERVQUAL model as a framework in measuring service quality, there has also been theoretical and operational criticisms directed towards this model exist in the literature of services marketing. These criticisms have mainly revolved around right from its dimensional structure to the interpretation and implementation of the instrument (Buttle, 1996; Babakus and Boller, 1992; Lam Wong and Yeung, 1997; Smith, 1995; Newman, 2001). A number of researchers have reported different dimensions for expectations, perceptions and gap scores. Thus, the universality of SERVQUAL’s five dimensions has been questioned (Buttle, 1996; Carman, 1990; Cronin and Taylor, 1994), (Parasuraman, Zeithaml and Berry, 1988).

Research method
This study used of quantitative research methods to survey the factors that relating between the training quality of LHU and enterprises’ need in Dong Nai province. The results obtained from quantitative research processed by SPSS statistical software version 20.0.
Quantitative research methods describe and measure the level of occurrences based on numbers and calculations. Moreover, the questions of “how many?” and “how often?” asked in quantitative studies. Quantitative research is the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality. Therefore, this specific form of research uses the quantitative data to analysis.
After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 550 enterprises related and answered nearly 56 questions. The reason tested measurement models, model and test research hypotheses.

Research result

Exploratory Factor Analysis
Table 1: KMO and Bartlett’s Test for Factors affecting the training quality of LHU

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .838 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 9522.524 |
| | df | 171 |
| | Sig. | .000 |

(Source: The researcher’s collecting data and SPSS)
Table 1 showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.838 > 0.6). This result was very good for data analysis. The result showed that Cumulative percent was statistically significant and high data reliability was 78.716 % (> 60 %).

Table 1 showed that Structure Matrix for the Factors affecting the training quality of LHU in Dong Nai province had 4 Components. Component 1 was Teaching (Lecturers), Component 2 was Facilities, Component 3 was Training program and Component 4 was Science research for the training quality of LHU in Dong Nai province following:
Component 1 is teaching (Lecturers) include L1, L2, L3, L4, L5 and L6.
Component 2 is Facilities (F) include F1, F2, F3, F4 and F5.
Component 3 is Training programs (T) include T1, T2, T3 and T4.
Component 4 is Science research (S) include S1, S2, S3 and S4.

The result showed that the KMO and Bartlett’s Test for Enterprises’ need showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.854 > 0.6). Significance level was 0.000 (<0.05). This showed that data was very suitable for Explored Factor Analysis and regression analysis.
Total Variance Explained for Enterprises’ need in Dong Nai province

Total Variance Explained for Enterprises’ need showed that Cumulative % was statistically significant and high data reliability, Extraction Sums of Squared Loadings = 79.71 (> 60 %). This was very significant for regression analysis. There was Initial Eigenvalues value 1.098 (>1).

Component 1 (from ES1 to ES5): English skills for enterprises’ need.
Component 2 (from SS1 to SS4): Soft skills for enterprises’ need.
Component 3 (from IT1 to IT4): Information Technology skills at LHU for enterprises’ need and Component 4 (from TK1 to TK4): Trained knowledge for enterprises’ need.

Testing correlation between Enterprises’ need (Y2) and LHU’ training quality (Y1)

Table 2: Testing correlation between Enterprises’ need (Y2) and LHU’ training quality (Y1)

<table>
<thead>
<tr>
<th>Y1</th>
<th>Y2</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Y1</td>
<td>.509</td>
<td>.000</td>
<td>512</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: researcher collected and SPSS)

Table 2 showed that we had analysis of Correlation and Testing correlation between Enterprises’ need (Y2) and LHU’ training quality (Y1) following: Testing correlation between Enterprises’ need (Y2) and LHU’ training quality (Y1) showed that there was Pearson Correlation (0.509) between Y2 and Y1 with lower sig (2-tailed) 0.05 we reject H0 and accept H1. There was the correlation between Enterprises’ need (Y2) and LHU’ training quality (Y1).

Conclusions

The aim of this study was to examine the factors affecting training quality through enterprises in Dong Nai province. In addition, we want to study relationship between LHU and enterprises. The findings of this study suggested many factors, which affects training quality of LHU. The measurement of relationship between enterprises’ need and LHU’ training quality was useful for LHU to help us to pinpoint the strengths and identify areas for improvement. This is important for us to understand the factors that contribute to training quality and enterprises’ need. Thus, to continue to improve the training quality and the development relationship between enterprises’ need and LHU in the coming years, with some of priority recommendations implemented, namely:

**English skills for enterprises’ need**: LHU should continue to improve English skills training for students in order to help them secure good jobs more easily. Besides, students should study English more and more.

**Computer skills for enterprises’ need**: LHU should continue to train students in relevant computer skills in order to help students secure good jobs more easily. Besides, Lac Hong University should continue to invest information technology in order to help students practice computer easier.

**Soft skills for enterprises’ need**: LHU should continue to train Soft skills for students in order to help students secure good jobs more easily. Besides, Lac Hong University
should organize the conference that helps students have a good opportunity to relate with enterprises. This is a good chance for students to understand enterprises’ operation.

**Trained knowledge for enterprises’ need**: LHU should continue to improve the training program for meeting all enterprises’ need in Dong Nai and other province. LHU continue to improve lectures’ quality through send lectures go to abroad to study master and doctor.

**Lecturers for training quality at LHU**: LHU should continue to train lecturers who are the society with high quality human resources who have specialized knowledge, professional competence, qualified skills, management ability and soft skills such as computer science, foreign languages.

**Facilities for training quality at LHU**: LHU should continue to invest in modern facilities for research and teaching in the future. Besides, LHU should continue to build many rooms for learning and science researching of the students and lectures.

**LHU should improve training program quality**: LHU should continue to improve training programs that reflect current and future social demand, especially enterprise demand. Besides, the program should continue to have many skills in order to help students have a good job in the future.

**Science research for training quality at LHU**: LHU should be to strengthen legal system in Science research. Gradually increase budget for Science research not only lectures but also students. LHU should transfer the result of Science research for enterprises to apply in business administration.

**Relationship between LHU and enterprises**: LHU needs to research cooperation with business owners to participate in the process of training programs. Through conferences, workshops and listen to ideas receive and evaluate comments from enterprises. In fact, this is a very effective way for LHU to capture the requirements as well as expertise from the business ethics in the students need to graduate.

**REFERENCES**


