

Research the importance of developing soft skills for university students when studying online: The case of university students in Vietnam

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Abstract

This research paper shows the importance of using the soft skills of students in general and especially students in the tourism and hotel industry at FPT University in particular. The objective of this study is to systematize and identify factors affecting student satisfaction when studying online. The research method is qualitative research focus group discussion, and quantitative research online surveys. The study uses the SPSS 20.0 to analyze the reliability of the scale through Cronbach's Alpha, and EFA to test the model. The results of ANOVA analysis showed that there was no difference between the survey groups with factors such as gender, age, or income. This research's results show that soft skills are rather important to students who are taking any major at the university, the findings also propose some managerial implications to improve quality and enhance student satisfaction.

Keywords: hospitality, education, student, soft skill

1. Introduction

Today, the term soft skills are mentioned as life skills, social skills, aptitude skills, and attitudes (Sultanova et al., 2021). It is rather similar to personality traits such as maintaining friendly relationships with others, being able to work in a team, and establishing and maintaining professionalism in the workplace (Leonard et al., 2022). We have a good academic record that is recognized by everyone. But not sure if we can adapt to the job or the change in work "environment". We have a very good academic record; people look on admiringly. However, this does not mean that we have won the hearts of the employer, it is that we have lacked an important element which is soft skills (Guak et al., 2022). We do not study excellently, but we are always strong, confident in all situations and problems, and produce effective work results, that is, we have soft skills. On the other hand, personal skills including planning, organizing skills, problem-solving skills, and other skills. Social skills are said that they are included leading, negotiating or inspiring skills. Nowadays, recognizing the role of soft skills, many schools have also put programs related to this skill into their teaching (Volkov et al., 2022). At the same time, schools also have many extra-curricular activities for students to have the opportunity to experience the real world.

2. Literature review

The knowledge that students learn at universities provide to students during their studies is a good factor to students have a good career in the future (Ciappei, 2015). However, the question is whether that this knowledge is really enough to help students to work at the companies, to overcome hidden difficulties and a lot of challenges in a future that no one know in our world today. Therefore, universities must have courses and prepare their students with skills in addition to have enough knowledge (Lluch et al., 2021).

Students will be the main force in the near future must know that they will work in an international and active environment. This workforce will have connection with the needs of smart society (Grisi, 2014). Universities should offer activities interspersed with their study programs to expose students to multiple facets of real-world problems, which will help students develop understanding. Students themselves also need to always search in reality and life to gain more understanding. This will be an important factor in helping you get offers from potential employers (Guak et al., 2022).

According to (Hansemark and Albinsson, 2004), educational qualifications and degrees are only necessary, but not sufficient, conditions for a person to be born and live well (Rajeev, 2018). In fact, soft skills are an important criterion that employers evaluate candidates. Soft skills are skills related to emotional intelligence used to refer to important skills in human life. Soft skills are mainly skills that belong to human personality, are not specialized, cannot be touched, and are not special personalities. But they determine the assessment of your ability. In particular, for management and leadership positions, it is necessary to be able to use these skills flexibly and fluently. (Medvedeva & Rubtsova, 2021).

3. Research Methodology

Quantitative research aims to identify scales, concepts, and research based on the results of in-depth interviews and the collected survey results will be processed using SPSS 20. The results from SPSS will be analyzed, interpreted, and presented in a research report. Using Likert scale ranged from 1 to 5 equivalent in which responders specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree, the survey results are then analyzed and graphed in excel as well as compared with other research papers. Hair et al (2006), the minimum sample size is 50 but preferably 100 or larger. At least, each measurement variable should have at least 5 observed variables (samples). Thus, the questionnaire with 30 observed variables will have a sample size of $n = 5k$; n is the number of sample sizes; k is the number of measurement questions. Tabachnick and Fidell (2007), the sample size for regression analysis was determined: $n \geq 50 + 8m$; n is the number of sample sizes. m is the number of independent variables. To achieve the minimum sample size, we need to survey 150 samples, but during the survey, there will be certain errors, so to reduce loss, we will survey 250 samples.

4. Research result and discussion

In terms of gender male students account for 48%, and female students, 130 people, account for 52%. The age group from 22 to 26 accounts for the most 80%, then the age group from 18 to 22 years old accounts for 20%. Students account for the most with 78%; followed

by freelance accounting for 6.4%, followed by the group of office staff accounting for 9.6%, and business accounting for 6% (Table 1).

Table 1. The general information of the respondents

Demographic		Quantity	(%)
Gender	Male	120	48
	Female	130	52
Age	From 18 to 22 years old	50	20
	From 22 to 26 years old	200	80
Job	Student	159	78
	Freelance	16	6.4
	Office staff	24	9.6
Income	Business	15	6
	<5 million	125	50
	From 5 to 10 million	70	40
	>10 million	25	10
Total		250	100

The results of this survey show that under 5 million witnessed 125 surveys 50%. Next from 5 to 10 million accounts for 40% and the final under 10 million 10%. The reliability of the official scale by testing the reliability of the scale using the Cronbachs Alpha coefficient and exploratory factor analysis (EFA). The results of the reliability analysis of the scale are as follows (Table 2).

Table 2. Cronbach's Alpha reliability test results and KMO

Factor	Number of variables observe	Cronbach's Alpha	Coefficient minimum total variable correlation	Cronbach's Alpha if the variable type is smallest value	Conclusion
Communication skills	5	0.727	0.603 (CM3)	0.774	Qualified
Positive thinking	5	0.783	0.657 (PS1)	0.725	Qualified
Teamwork	5	0.845	0.648 (TW4)	0.764	Qualified
Leadership	5	0.827	0.699 (LD5)	0.757	Qualified
Critical thinking	5	0.785	0.690 (CT1)	0.769	Qualified
Satisfaction	5	0.815	0.682 (ST4)	0,788	Qualified

Combined with soft skills in online courses in the tourism and hospitality industry, the study found that the skills that make students extremely satisfied and excited include Communication skills, positive thinking skills, teamworking, Leadership, and Critical thinking skills. Next, The results show that the variables have Cronbach's Alpha coefficient greater than 0.6 - less than 0.95 and have variable correlation coefficient - total greater than 0.3. These variables will be used in the subsequent EFA analysis. EFA exploratory factor analysis aims to eliminate observed variables with factor loading less than 0.5 and check the size of the extracted variance. EFA analysis aims to more accurately evaluate the scale and eliminate unsatisfactory

measurement variables, helping the scale to ensure uniformity. In this study with a sample size of 250, the factor loading factor is 0.50 (Table 3).

Table 3: KMO and Bartlett's

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
	Approx. Chi-Square	1944.675
Bartlett's Test of Sphericity	Df	187
	Sig.	.000

Valid scales after analyzing Cronbach's Alpha will be included in the next evaluation by EFA exploratory factor analysis. The results of the Barlett test show that with a sig. of 0.000 < 0.05 and a KMO > 0.5, it meets the requirements for running EFA, proving that the conceptual validity test of the scale is suitable for conducting analysis. Accumulate (Table 4).

Table 4. Factor loading of independent variables

Factors	Component				
	1	2	3	4	5
CM1	.811				
CM2	.788				
CM3	.780				
CM4	.753				
CM5	.742				
PS1		.785			
PS2		.780			
PS3		.772			
PS4		.741			
PS5		.709			
TW1			.764		
TW2			.746		
TW3			.705		
TW4			.798		
TW5			.792		
LD1				.716	
LD2				.705	
LD3				.791	
LD4				.789	
LD5				.759	
CT1					.726
CT2					.735
CT3					.762
CT4					.789
CT5					.748

The factor rotation matrix table shows that the factor loading coefficients of the observed variables all have values > 0.6. From the above analysis, the scale has high reliability and is used for regression analysis to measure the impact of independent factors on satisfaction. Thus, the scale of factors affecting, the extracted factors are both reliable and valid. The scales are qualified for confirmatory factor analysis (Table 5).

Table 5. synthesis analysis ANOVA

Model	Sumof Squares	Df	Mean Square	F	Sig.
Regression	30.447	6	61.796	154,311	0,000

Residual	26.518	281
Total	56.965	268

The results of the model fit test are shown in Table 5 with the Sig value of $0.00 < 0.05$ and the statistic $F = 154.311$, proving that the theoretical model is consistent with reality, and the independent variables are similar. has a linear relationship with the dependent variable and shows that the multiple linear regression model fits the data set and can be used.

5. Recommendations

For a tour guide, or a hotel restaurant employee, the first job is to have communication skills, because the nature of their job is to contact and guide customers directly, above all. Communication skills will help employees improvise to unexpected situations in the fastest, most effective, and most satisfactory manner. To have these skills we first need to have good professional knowledge and then self-confidence, if we know communication is the first basic necessity to succeed in this field (Sultanova et al., 2021).

Leadership skills are important at work because it ensures that the team is always on the right track, achieving goals and bringing certain benefits to the business. for those who want to advance to higher ranks. The higher the position in the organization, the more it requires a person to have excellent leadership skills. When transitioning to a leadership role, a person's leadership skills are evident in the way they communicate with their subordinates daily as well as their confidence in making decisions, thereby influencing the flow and work progress. Leadership skills also play a key role in connecting individuals in groups, keeping lasting relationships, and using them to achieve effective work goals. Therefore, this is an extremely necessary soft skill for students after leaving school.

Students need to think critically first to freely express their views. At the same time, it is also a factor forging students into the framework of discipline and serious study. Once we have acquired knowledge, know how to apply it in practice, and put it under a multi-dimensional perspective. If students do not have the critical thinking, it will lead to confusion in situations where they need to be criticized or criticized improperly, even indiscriminately. If the argument is not correct, all arguments will become fallacies (Giang, 2022).

Group work is a regular and equally important activity in the learning and working process of both students, students, and working people. Almost all professions today require candidates with this skill to serve the common job effectively. Therefore, to better understand the importance and how to improve teamwork skills (Leonard et al., 2022). When working in a group, the indispensable thing is communication between members. People will often spend a lot of time chatting, talking, discussing through a meeting, or thinking about an issue (Jardim et al., 2022). This helps team members improve their skills. In addition, this is also a good opportunity for attendants to work together. Besides, each person will have their good points and perspectives (Millanzi et al., 2022).

In addition, when we work alone and the results of the project will motivate our team to try all their best and work together much more efficiently and comfortably. Each team member should also take this skill if they want to become a good leader in the near future (Guak et al., 2022). If we're writing a cover letter, think about how we can show teamwork when talking about our accomplishments and teamwork experiences. Show that we have contributed and supported each other in work to create the success of the whole team. and finally positive thinking. There are a lot of burdens, challenges as well as many causes of stress in our life. Due

to exam pressure, family relationships, school relationships, social relationships (Sultanova et al., 2021). Therefore, skills to deal with emotional stress are essential. Adapting to stress will help students have a positive mindset despite difficulties, gradually turning stress into positive motivation. If we do that, our students' lives will always be positive

6. Conclusion

Currently, the soft skills of hospitality students are very weak, many external influences can easily change their learning orientation, not to mention that online learning has had a strong impact on us, along with concerns. With the characteristics of the hospitality industry, students' soft skills are very necessary and important, which will help them become more confident and self-reliant. Therefore, based on the research results, we need to develop soft skills learning for students when implementing online learning to have better and more effective learning results, while improving their job performance. Online learning has just added knowledge to students while they are still in school and future work.

Conflict of interests

None

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