Measuring the Student Satisfaction on Higher Education A Study of Govt College in Vijayawada

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Abstract - Focus : the main focus of the study is on students satisfaction with the service provided by the educational institutional . 150 students are selected from the different streams from the selected college and self-designed questionnaire is used for customer(students) satisfaction. the study is based on Descriptive study and convenient sampling method. the customer satisfaction dimensions are measured in Likert s scale ranging from 5 to 1. The result analysis shows that students are mainly satisfied for the following with teaching , communication and access to the teacher determines ,sports ,library and highly satisfied with parking elements, but on the other hand students are not much satisfied towards Physical appearance .

Key words : Customer Satisfaction, Dimensions , Education , Service , Quality .

I. INTRODUCTION

In the present era satisfying customer is one of important task of the any business organisation, even in education institution also the customers(students) must satisfied by service provider because it undergone tremendous changes in the recent days and focus it towards to the students, hence they are the first receiver of the service in the institution ,if they satisfy at all aspects like teaching, communication ,library, sports, that it self creates the connecting link between student and education institution. In the view of HILL (1995) in the higher education the students plays an important role and they first customers to the service provided in the institution.in higher education organisation service quality plays very critical role to provide better service to their students. According to Berry (1995) college success is influenced by the enhancing value by providing

better service to the students. thus the institution service quality is the best tool which student satisfied through perceived it.

Service quality : it is one of the key component of any organisation ,in the educational institutional the student is the first perceiver of the service . the service quality reflects the image of the institution how promptly it meets the students expectation.

Customer satisfaction: with out customer there is no business world , while the customer should satisfied by the service provided by the organisation or business. If he not then, no business so it became the internal part of the business that satisfy the customer.

It is clearly indicating that both these service quality and customer satisfaction working side by side .

II. REVIEW OF LITERATURE

Sno	Title of article	Author's name	Journal and date of publication	Main focus	Research methodology	Conclusion
1	Students' satisfaction level in higher educational institution-a study of public institutes in Sirsa	Vipin Kumar(2017)	International journal of engineering and management research	Students satisfaction	150 students Percentage and frequency	1.students are highly satisfied in public institution . 2.majorty of students are satisfied on teaching regularity ,parking space, free structure and library facilities 3.some of the students expressed high dissatisfaction regarding labs, use of IT tools, placement cell not properly in public institution

2	A study examining the students satisfaction in higher education	Babar Zaheer butt Kashif ur rehman (2010)	Procedia social and behavioural sciences	Students satisfaction	350 from public and private universities, likert scale. ,Regression Analysis is used	1.their is a positive effect on student satisfaction in higher education 2 teacher's expertise is the most influential factors among all the variable
3	The effect of service quality on student satisfaction and student loyalty	Teddy Chandra, martha ng ,Stefani Chandra ,priyono (2018)	Journal of social studies education research	Service quality and students loyalty	1000 students of 13 universities SEM,SPSS21IS used	1.postive impact on service quality on student satisfaction. 2.positive attuited of student satisfaction on student loyalty 3.manily there is no influence on student quality with student loyalty
4	A students satisfaction with college education at colleges in and around Udaipur-Rajasthan	Jitendra shreemali, amit Jangir ,dinesh kumar,Mayank soni (2015)	Journal of research &methods in education (IOSR)	students satisfaction	72 students, likert scales is used	Majority of students are not satisfied with the college education like medical emergencies ,industrial exposure and sports
5	Development of HiEdQUAL for measuring service quality in India higher education sector	Subrahmanyam .A and Raja Shekhar Bellamkonda(2012)	Innovation journal of innovation management and technology	Developing a instrument HiEdQUAL	358 students Testing reliability of the instrument	The study focused on the internal students rather than outer students of university To study the dimension of service quality
6	The impact of service quality on students satisfaction in higher education institute of Punjab	Muhammed ehsan malik,Kizwan qaiser Danish,Ali Usman(2010)	Journal of management research	Student's satisfaction	240 students as sample , convinces sampling method and spss and AMOS are used	1. the teaching methodology and understanding friendly attitude of teacher are the key factors affecting student satsifaction 2.the study concludes that co-operation, kindness of administrator staff are responsive of the education system plays a vital role in retaing the students interest
7.	Quality of teaching and its influence on student satisfaction and intention to continues with institution	Peter Ljuptil Amon Zubair Hassan (2017)	International journal of education, learning and training	Quality of teaching and intention of students to continues	300 respondents, descriptive study and likerts scale is used for the study	In this study author expressed that their students are very much satisfied with the teaching quality which says it influence their intention to continue with HEI
8.	Students satisfaction in higher education - A comparative study of a public and private college	Rita van Deuven and KARMA LHADEN(2017)	Bhutan journal of research & development	Comparison of student satisfaction	1004 and 489 sample	1.no diference in overall satisfaction 2.difference exits on gender but it cannot be identified.it is important factor influence on student satisfaction.
9.	Factors leading to student's satisfaction in the higher learning institutions	Luo Siming Niamatullah, Jianying Goa (2015)	Journal of education and practise	Leading factors of satisfaction	200 sample and SPSS and interva scale is used for the study	1. The relationship of students experience and students satisfaction is prefect matching in this study 2.the student group measures their experiences whether it is good or bad posess it impact on their satisfaction.
10.	Factors influence students satisfaction in higher education - the case of a	Nino tandilashvili (2019)	Research association for interdisciplinary studies	Design of service	783 sample	1.education institution should design the service delivery process

georgain state university						2.the institution should know their weakness and strengths which influence students satisfaction.

NEED OF THE STUDY

Above literature it is clearly service is not pertain to a particular thing . it changes according to the customer views and exception ,every day and every minutes the customer needs new type of services in the institution (like teaching, communicating) so, there is a need to study the customer (students) satisfaction on the service provided by the institution because the students are main component of the organisation, if they satisfied at various elements in the institution it itself a publicity of a particular educational institution.

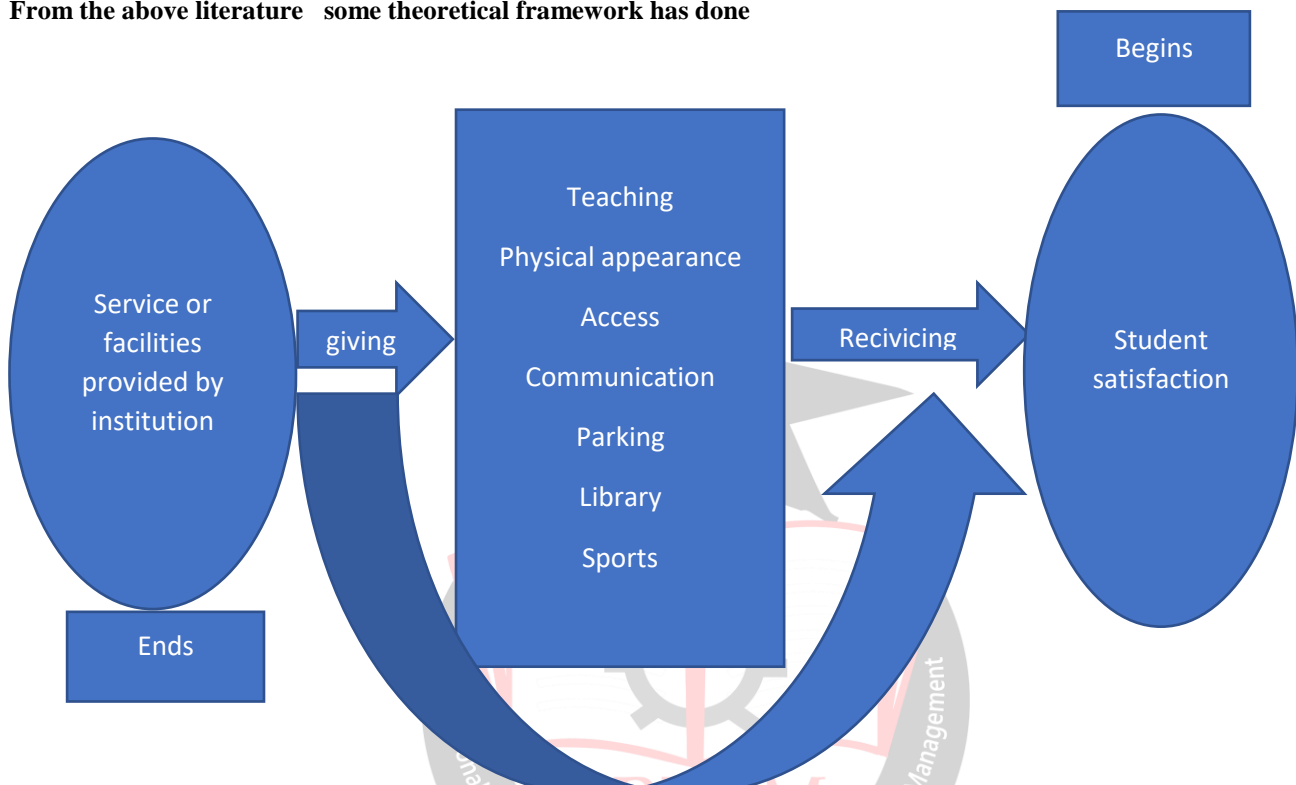**From the above literature   some theoretical framework has done**

Fig-1 (service factors and student satisfaction)

Sources : Author developed own model

OBJECTIVES OF THE STUDY :

From the study of literature the following objectives has framed

1. To study the customer satisfaction toward   higher education
2. To know which   determine   effects most the customer satisfaction toward to higher education at public institution.

HYPOTHESIS

1. There is a relation ship between teaching and student satisfaction. (Ts1)
2. There is a relation ship between communication and student satisfaction.(cs2)
3. There is a relation ship between library and student satisfaction(ls3)
4. There is a relation ship between parking and student satisfaction (ps4)
5. There is a relation ship between sports and student satisfaction(ss5)
6. There is a relation ship between access and student satisfaction(a s6)
7. There is a relation ship between physical appearance and student satisfaction(ps7)

III.   RESEARCH METHODOLOGY

The study is a descriptive research using quantitative methods for collecting data using survey method with convenience sampling. the sample are from undergraduate and postgraduate level students from the college were surveyed for the study . A structured questionnaire is designed to collect the data with closed ended and open ended questions. In the study the researcher collected data from both primary data (from responded) and from secondary data (journals ,websites, books and made discussion with student group) to get information .the researcher designed questionnaire using five point scale to

measure the satisfaction of students which consists of seven determinates and each determinates has set of parameter which students should indicates their satisfaction on it. the five point scale varies from 1 to 5 points (every time   to never) .when the researcher approaches the students they can opted for any option in the questionnaire if they felt comfortable or not comfortable with the service provided by the institution in the study. A total of 150   students respondents are selected from the institution of higher education(HE). The selected students are from   different streams in the institution.

Table .1

S.no	Methodology in the study	A Brief Draw Of Study
1	Research Type	Descriptive study
2	Sampling method	Convenient Sampling
3	Size of sample	150
4	Nature of respondents	Students
5	Nature of data	Primary and secondary data
	Primary data	Students of various streams of selected college in selected city
	Secondary data	Journals, websites, books , discussion with students
6	Instrument used for research	Self designed Questionnaire
7	Analysis of Data collected	frequency and Percentage method is used for data Analysis

Source: Researcher own model

AREA OF STUDY

The city of Vijayawada has been selected for the present study   based on the following information . the public institution is Vijayawada ,is one of the prestigious educational institutional ,located in a historically important place like Vijayawada in Krishna district, Andhra Pradesh.in the same, this public institution has also acquired its significance and prominences in and round Vijayawada by moulding the lives of many students to become great personalities. This college has acquired great standard academically by the contributions of great teachers as well because in the history of any educational institution its teachers play a vital role. Some of the key factors effects

1. The city has became the   education institutions hub of the state
2. Surrounding   village students are showing interest to study in this institution.
3. The selected college for the study is only one public institution in this city.
4. Low income people wants to get their child to study in this public institution only .

IV.   DATA ANALYSIS OF THE STUDY

The main objectives of the study is to find out the customer satisfaction on higher education which depends up on various determinates. The researcher used frequency and percentages tools for data analysis **.** The selected population

are male with 56% and female students 42.6% of the total population ,and the selected students are from different course(UG &PG) available in the college , B.COM 16% of the total ,B.A 16% of the total population and B.SC of 16% of the total population   and the M. Sc 7%and M.A 6% of the population, lastly M.Com 7% of total population. The selected students with (41.3%) of are coming from Rural area around the Vijayawada city.54.6% of students are resident of Vijayawada city only. The analysis of data   is depending upon the determinate which influence the student satisfaction on the higher education and how they satisfied rating in the scale (Every time, Often, Some time ,Rarely, and Never) according to their comfortable environment in the institution. The determinates are teaching every time with high satisfied 43% in the institution which includes (clarity , methodology , support) secondly access to the teacher in the institution with 53% every time the students are satisfied because the teacher is available to them even after college hours through other means like over on phone or through mails, thirdly communication where as students are satisfied with 46% mostly impact on the satisfaction fourthly library determinate is scores rate of satisfaction in students   with 40% when ever they visit the library the services are very much perceived by the students,   fifth element that is of sports in the college only students of sports were selected and they are highly satisfied with 53%, on other side parking that most high satisfied determinate in the study with 60% of students are satisfied the parking area   is sufficient for their vehicles because most of the students are coming to the institution by their own vehicles. And lastly physical appearance with very less level of satisfaction in students with 39% so, here the more service is required to satisfy the students in the institution . hence this determinate is rejected .and all other hypo this are accepted in this study.

V.   RESULTS AND FINDNGS

from the data analysis it is clear that students satisfaction certainly   depending upon the service provided by the institution in higher education . the organisation which supplies the product or services where the student satisfaction is largely depended and the institution can meet the students expectation (Khan and Matley 2009).in this research the satisfaction of students affecting the institution image based on following determinates

1. **There is a relationship between teaching and students satisfaction**

Table-1. .TEACHING

S.NO	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	65	43.3
2	Often	44	20.4
3	Sometimes	36	24
4	Rarely	05	3.3
5	Never	00	00
	Total	150	100

Finding   :The students were most satisfied regarding the teaching   determinate almost of the students (43.3%) are satisfied every time with these element(20.4%) students are satisfied often where as students   (24%)are satisfied only sometime and lastly few students (3.3%) are rarely satisfied. From these analysis it is clear that there is no problem with teaching factor the institution. Majority of students are very much satisfied with teaching determine but some students expressed that they want new innovation in teaching (beside teaching).

2 .There is a relationship between access to the teacher and student satisfaction

Table-2 ACCESS TO THE TEACHER

S.No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	80	53.3
2	Often	35	23.3
3	Sometimes	10	6.6
4	Rarely	05	3.3
5	Never	00	00
	Total	150	100

Finding :The students were most satisfied regarding the access to the teacher   almost of the students (53.3%) are satisfied every time with these element(23.3%) students are satisfied often where as (6.6%)are satisfied only sometime and lastly few students (10%) are rarely satisfied. From these analysis it is clear that there is no problem with access to the teacher in the institution. Most of the   students express that approaching the teacher must be there   even they do not come to college .

3.There is a relationship between communication and student satisfaction.

Table-3 COMMUNICATION

S.No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	70	46.6
2	Often	50	33.3
3	Sometimes	20	13.3
4	Rarely	10	6.6
5	Never	00	00
	Total	150	100

Finding :The students were most satisfied regarding the communication determinate .almost of the students (46.6%) are satisfied every time with these element(33.3%) students are satisfied often where   as (13.3%)are satisfied only sometime and lastly (6.6%) are rarely satisfied. From these analysis   it is clear that there is no problem   with communication system in the college. almost the students are satisfied with the communication element. where new methods of communication are used by the teachers.

4. There is a relationship between library and student satisfaction

Table-4 LIBRARY

S.No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	60	40%
2	Often	58	37%
3	Sometimes	45	30
4	Rarely	36	24%
5	Never	00	00
	Total	150	100

Finding : The students were mostly satisfied with library determinate .almost of the students (40%) are satisfied every time with these element(37%) students are satisfied often where as (30%)are satisfied only sometime and lastly (24%) are rarely satisfied. From these   analysis it is clear that there is no problem with library in the college. Most of student are expressed   that   there all   are satisfied with library element

5.There is a relationship between sports and student satisfaction

Table-5 -SPORTS (sports students only)

S.No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	80	53.3%
2	Often	35	23.3%
3	Sometimes	10	6.6%
4	Rarely	05	3.3%
5	Never	00	00
	Total	150	100

Finding : The students were most satisfied regarding the sports determinate .large no of the students (53,3%) are satisfied every time with these element(23.3%) students are satisfied often where as (6.6%)are satisfied only sometime and lastly (3.3%) are rarely satisfied. From these analysis it is clear that there is no problem with sports element in the college. Most of students are expressed that their should be one sports class in every weekend in the college.(non-sports students).

6. There is a relationship between parking and student satisfaction

Table -6 PARKING

S.No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	90	60%
2	Often	38	25.3%
3	Sometimes	32	21%
4	Rarely	00	00
5	Never	00	00
	Total	150	100

Finding : The students were extremely satisfied with the parking determinate . high no of students (60%) are satisfied every time with these element(25.3%) students are satisfied often where as (21%)are satisfied .their is no respondents are rarely satisfy(0%) it shows. Majority of the students are very much satisfied with the parking are provided in the college.

7. There is a relationship between physical appearance and student satisfaction

Table-7 PHYSICAL APPEARANCE (VISIBLE)

S. No	SCALE MEASURE	FREQUENCY	PERCENTAGE
1	Every Time	58	39%
2	Often	48	32.2%
3	Sometimes	28	19.2%
4	Rarely	34	23%
5	Never	00	00
	Total	150	100

Finding :The students were little satisfied regarding the physical appearance .less student(39%) are satisfied every time with these element(32.2%) students are satisfied often where as (19.2%)are satisfied only sometime and large no of students (23%) are rarely satisfied. From these analysis it is clear that there is dissatisfaction regarding physical appearance in the college Most of the students are Rarely satisfied toward   to the physical appearance   in the institution. (Rejected)
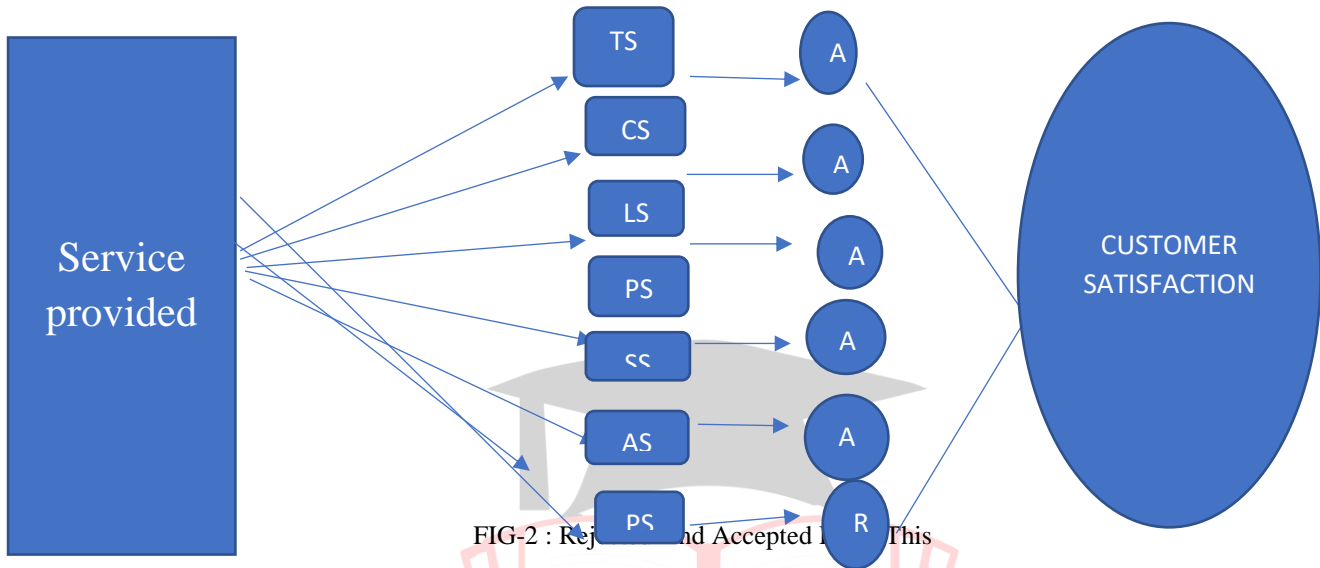
Based on finding the model has formed

FIG-2 : Rejected and Accepted l   This

Source: Based on primary data(Author own model)

VI.   SUGGESTIONS

From the study the following suggestions has made:

1. The teaching determinate is very much satisfied but in their teaching methodology   innovation should be included because students needs attractive and learning process .
2. Physical appearance is one important service provided to students which a plays a vital role for satisfaction levels .these element should increase in all aspects including water facilities neat   and clean toiles.
3. The opinion of the students should be monitor every month in the institution about the services provided through feedback system. Till now the feed back is taken on the teaching determinates in the college it came to now when the researcher had discussion with the students. So, the study empathises on that feedback system should their for service provided in the institution .

VII.   CONCLUSION

The present study shows the effects on the measure the customer satisfaction regarding the service provided by the educational institution .the results shows that the service quality greatly influence the student satisfaction in selected determinates. The existences of student satisfaction lies in the service provided by the teacher in teaching, teaching methods, understanding the students ,and how they communicate the information to the students regarding the results, events, important day to celebrate etc, on other hand the library facilities sports and lastly parking area in the college .the researcher posited7 hypotheses in which 6 are accepted and one is rejected ,the data analysis shows that the determinates of services have a significate impact on the student satisfaction levels in the institution . There is no doubt about that, the students are very much satisfied with the service provided in the public institution from the above analysis it is clear. But in some area the institution have to increase better service to attract the new students and withhold the old students as it alumine for the development of the institution.

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