

ASSESSING FACTORS INFLUENCING STUDENTS SATISFACTION LEVEL POST COURSE ENROLLMENT

Abstract

In today's scenario prospective students search for educational institutes that will provide them unique and memorable experiences. Students have wider alternatives available and they have to choose and make decisions for the right choice. Universities have to become more market oriented as they increasingly compete for students. In the last decade expectations of prospective students and demand of the education community has been changed radically for the purpose of attracting and retaining students, universities should aim to fulfil the expectations of prospective students and extend satisfaction post enrolment and take preventive measures to reduce student dissatisfaction level. It is also observed that many youth in Punjab are going abroad to pursue education after their schooling .It is essential to explore what elements of foreign education experience attracts them and which is not they perceived as available in Indian education set up. Satisfaction of students with reference to educational services basically means how the students evaluate their outcomes regarding the education and experiences in the educational institutions (Oliver and Desarbo 1989).Present article objective is to provide a bird eye view on various factors that influence student's satisfaction level post course enrolment. Factors identified from review of literature as well as secondary data sources.Findings of the present study will provide inputs for government to emphasize on the betterment of universities and not focus solely on teaching and learning as well as research and development.

Keywords: Prospective, Expectations, Satisfaction, Experience & Betterment

Author

Dr. Hardaman Bhinder
Assistant Professor
Department of Tourism Hospitality &
Hotel Management
Punjabi University Patiala
Punjab, India.

I. INTRODUCTION

In today's scenario prospective students search for educational institutes that will provide them unique and memorable experiences. Students have wider alternatives available and they have to choose and make decisions for the right choice. Universities have to become more market oriented as they increasingly compete for students. In the last decade expectations of prospective students and demand of the education community has been changed radically for the purpose of attracting and retaining students, universities should aim to fulfil the expectations of prospective students and extend satisfaction and take preventive measures to reduce student dissatisfaction level. It is also observed that many youth in Punjab are going abroad to pursue education after their schooling .It is essential to explore what elements of foreign education experience attracts them and which is not they perceived as available in Indian education set up. Exploring the concept of student satisfaction post enrolment could assist educational institutes to identify weakness in order to take corrective actions and highlight their strengths to prospective students. Educational institutes required to identify key factors essentials for extending student satisfaction level post enrolment in or der to gain competitive edge in the future. Satisfaction of students with reference to educational services basically means how the students evaluate their outcomes regarding the education and experiences in the educational institutions (Oliver and Desarbo 1989).An aim of the paper is to provide a bird eye view on various factors that influence student's satisfaction level post course enrolment. Factors identified from review of literature as well as secondary data sources.

II. CHAPTER OBJECTIVE

Aim of the paper is to provide a bird eye view on various factors that influence student's satisfaction level post course enrolment. Factors identified from review of literature as well as secondary data sources.Findings of the present study will provide inputs for government to emphasize on the betterment of universities and not focus solely on teaching/learning as well as research and development.

III. REVIEW OF LITERATURE

Hasan, H.F.A et al (2008)in their research, highlighted that empathy and assurance are two critical aspect that contribute most to the student satisfaction apart from other service quality dimensions such as tangibility ,reliability and responsiveness .**Butt &KashifRehman (2010)** have attempted to examined student's satisfaction in higher education . This study focused on the factors with theoretical frame work like classroom facilities, courses offered, learning environment, and subject experts. Findings of the study highlighted that classroom facilities, courses offered, learning environment, and subject experts have significant impact on student's satisfaction however teachers' expertise is the most influential factor and coursed offered and learning environment are less important factor than expertise. **Sojkin et al (2012)** performed a research study to identify the factors of higher education choices and student satisfaction. Factor influencing decision regarding the selection of a university was professional advancement and least important were courses offered, cost of studies and accessibility of financial aid. Professional advancement and university reputation were found to be more significant for those students who are targeting nonpublic universities whereas cost of studies and accessibility of financial aid were found to be important who decided to

submit their applications to a public university. **Tessema, M.T et al (2012)** have conducted a research to find out the elements affecting college students' satisfaction with major curriculum. The five factor identified such as quality of instruction, academic advice, capstone experience, overall college experience and preparation for career or graduate schools and revealed statistically significant positive impact in explaining satisfaction with major curriculum. **Kumar, V (2014)** has conducted a research on students satisfaction level in higher education public institutes. This research revealed that in public institutes the satisfaction level of students was extremely satisfied with teacher's regularity, their behaviour, parking space, and library and fee structure of the course. **Shukla, V (2015)** pointed out that educational institutions do not know the expectations of the students. The institutions have not planned desired designs and standards to meet the student's expectations. There is a massive difference between student's expectation and perception, which is known as Customer Gap. The paper concluded that placement of students should be the most significant consideration of the professional educational institutes. **Daniel et al (2017)** have conducted a research for the assessment of students' satisfaction in Ethiopia University. Study revealed that majority of students was contented with the existing offerings in facilities except those related with computer and internet facilities. However it was found that there is significant variation in satisfaction across gender regarding student -instructor interaction, administrative student support service and facility supervision and no differences were found between UG and PG students. **Chandra T et.al (2018)** has conducted a research to explore the effect of service quality on student satisfaction and loyalty in higher education institutions in Riau Province of Indonesia. Findings revealed that there was a positive influence of service quality on student satisfaction, it indicate that student's satisfaction can be increased by focusing on service quality. Study also revealed that student satisfaction had significant influence on student loyalty, which means that satisfied student could be more loyal to their institute. **Onditi E.O., Wechuli T.W., (2017)** has attempted to review Literature on Service Quality and Student Satisfaction in Higher Education Institutions. Research paper has revealed that service quality in higher educational institutions have a significant influence on student satisfaction. Higher educational institutes should use student feedback to enable them to determine the service quality dimensions of their interest. Formal questionnaire may be used to take feedback of students with survey method or suggestion boxes can be installed to collect feedback on the focused dimension of service quality and student satisfaction. **Palli J.G. & Mamilla R., (2012)** have performed a study to understand students' opinions of service quality in Higher Education. Research revealed that students are satisfied with services provide to them in terms of their assurance, tangibility, empathy and reliability but not much satisfied with responsiveness. **Hanaysha J. R. M., et .al (2012)** have attempted a research on the topic service quality and satisfaction. The results revealed that the majority of students are satisfied with the facilities provided by Universities. It would be helpful for other universities situated in the Northern Zone of Malaysia to make effective strategies to enhance students' satisfaction level and also to attract more students for enrolment in respective universities. **Rahim-Khanli M et al. (2014)** in their research highlighted that there is a scope for improvement of educational services. Study suggested that there is need to work on customer services, communication skills and personnel's technical skills development. **Anumaka, I. B., Seje T., & Fawz, (2013)** have performed comparative study and revealed that universities should create an ongoing community service scheme and offer free professional consultancy to students for their bright future. Universities should arrange a fund specially to promote students' research work; it would help to attract supervisors to focus on

student's research work. The findings show that university should study the indicators and need to plan effective strategies for growth.

IV. CONCLUSION

Exploring student's satisfaction level post enrolment is essential in order to identify key areas for improvements. Prospective students search for educational institutes that will provide them unique and memorable experiences. For gaining competitive edge in education sector, universities are required to explore for successful and innovative ways to acquire, maintain and build loyal bonds with the students.

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