

Academic Satisfaction among Students

A Case Study of Business Schools in Gr. Noida

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Abstract

The purpose of this study is to examine satisfaction of students from academics while pursuing higher education in the field of business in India, focusing on a variety of service quality factors such as, teaching methodology, delivery and assessment, quality of study material, understandability etc. Study relies on finding the relationship between service quality variables and student satisfaction at an academic institution. The motive behind conducting this research is to analyze, how academics play a crucial role in affecting satisfaction level of students, catering students in Noida region.

Key Words: Satisfaction, students, academics, career, teaching assessment.

I. Introduction

The term ‘satisfaction’ as quoted by Bill Gates, “in business, the idea of measuring what you are doing, picking the measurements, that count like customer satisfaction and performance... you thrive on that”. An individual feels satisfied when the actual output he desires, is at parity or in excess of his presumptions. No doubt, providing education

has become one of the most alluring and rewarding business today, with ‘students’ being the customers.

Student satisfaction has become a key benchmark for students who wish to enroll in various Indian universities and institutions for higher studies and thus, a critical factor for every education provider to work upon. This research paper is based upon analyzing various aspects or determinants of student satisfaction and their consequent implications on student’s decision towards the choice of institution.

The problem analyzed for the purpose of undertaking this research work is to analyze, student satisfaction governed by factors pertaining to academics that students take into consideration while studying at a B-School.

II. Significance of Study

This study analyses the various determinants of student’s satisfaction towards their academic performance. These determinants have been considered in the questionnaire for data collection. Study also aims at providing a comprehensive view of the management at Business Schools; to focus on student’s satisfaction oriented factors, to produce qualitative professionals and managing the brand strength by building career prospects of students.

Academics and Quality of Teaching: This factor helps in analyzing the quality of education being delivered at institutions. Some of the questions considered are like, whether the content provided or education being rendered to students are complying with AICTE standards or not? Whether teaching methodology and course content is of utmost importance for an educational institution?

III. Review of Literature

Writing the review of previous works of scholars has always been an integral part of a research paper. Several scholarly works, case studies and articles were studied and analyzed, after which the background of this has been formulated. Prof. B.K Suthar, Prof.T Latha Chakravarthi and Dr. Shamal Pradhan (2013) on “Analyzing the Determinants of Student Satisfaction in context to Amity Global Business Schools, Hyderabad”, had conducted a comprehensive research in parallel context and generalized the concept of 'Total College Experience' in his scholarly work, by assessing quality of professional education provided in the academic industry. The focus of study undertaken was on analyzing factors and determinants of student satisfaction such as curriculum, classes and instructions, self-confidence, extra-curricular activities, career opportunities and accessibility to modern technology by emphasizing on how academics play a vital role in determining satisfaction of students and therefore is a crucial aspect of education. According to Bandura (1977), learners use self-regulatory attributes, to control their personal learning processes and self-efficacy influences choice, efforts, and volition. Administrators and educators also recognize that understanding needs and wants of students and meeting their expectations are important to develop conducive environment in which students can learn effectively (Seymour, 1993; Gerdes & Mallinckrodt, 1994). Successful students seem to have the ability to motivate themselves to complete a task, while less successful students have difficulty in developing self-motivation skills (Dembo & Eaton, 2000).

A more recent study by Appleton-Knapp and Krentler (2006), presented an interesting finding that highlights the difficulties of measuring satisfaction: when students were asked about their expectations prior to or at the outset of their educational experience, the gap between expectations and performance had little predictive power; however, when

students were asked to assess whether a course fell short, met or exceeded expectations at the end of the semester, the gap model was adequate in predicting overall satisfaction.

Finn (1989), opines that a positive relationship exists between extra-curricular participation and positive academic outcomes upon examining that total extra-curricular participation does have the potential to increase students' commitment to school, although the effects were small.

Parasuraman and his colleagues (Parasuraman (1985, 1988); Zeithaml (1993) have proposed one of the most important models to measure customer satisfaction. DeShields (2005) modeled student satisfaction according to Herzberg's two-factor theory, and split the sample of students in two groups—high satisfaction group and low satisfaction group—to test their model.

IV. Research Objectives

1. To analyze the determinants of student's satisfaction.
2. To emphasize how academics are crucial for student's satisfaction.
3. To study the relationship between overall student's satisfaction and self-confidence of students in context to Business Schools in Greater Noida.
4. To explore how student's satisfaction enhances career prospects for students.

V. Hypothesis

In order to meet the objectives of the study, following hypothesis had been devised:

H₀₁: Satisfaction level is low among Business School students.

H₁₁: Satisfaction level is moderate or high among Business School students.

H₀₂: There is no relation between student's satisfaction and career growth prospect of students.

H₁₂: There is high relation between student's satisfaction and career growth prospect of students.

H₀₃: Academics do not play an effective role in overall satisfaction among students.

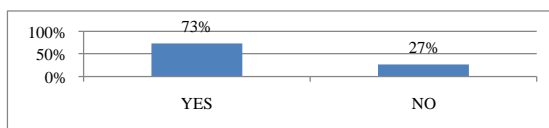
H₁₃: Academics play an effective role in overall satisfaction among students.

VI. Scope for Further Study

A research work such as this, has certain limitations like financial constraints, time rigidity etc. This study is in context to those respondents from whom the data is obtained. Since the research is limited to students of Business Schools in Noida region only, hence further research for better examination of data can be conducted, by expanding the geographical area at state level or national level with more determinants and variables.

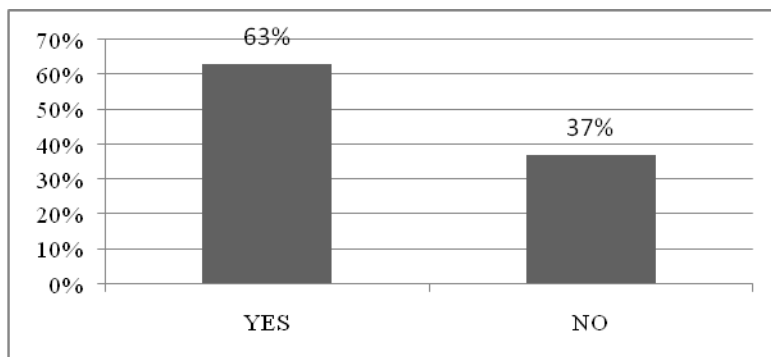
VII. Data Analysis

1) Do you find the course subjects being taught to you, relevant to your degree?



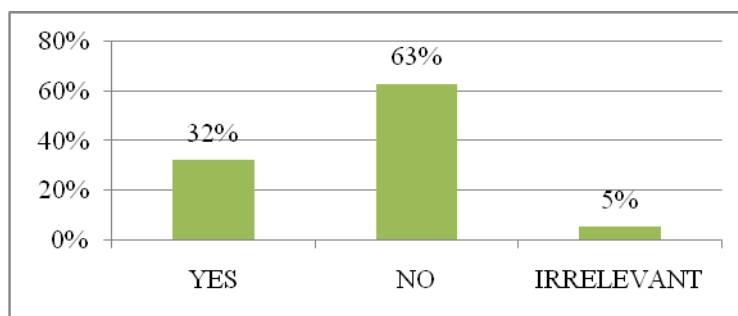
73% of the students said “YES” while 27% of the students said “NO” to whether the course subjects being taught to them are relevant to their degree. Here the student satisfaction is affected by 27% as per our sample because 21 out of 78 do not find their course subject appropriate to study according to their degree

2) Does the faculty provide you with enough study material and references?



63% of the students in our sample said that their faculties provide them with enough study materials and references. 37% of the students in our sample survey said that their faculties do not provide them with enough study materials and references. Here as there is not much difference in numbers of students saying yes and no it means the study material and references are also important factor among students which is to be consider to improve student's satisfaction in Business Schools

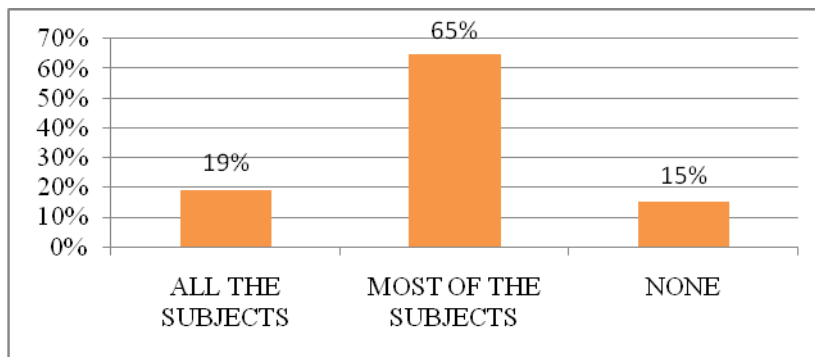
3) Do you find the 'Open Elective' courses relevant to your program?



63% of the students said that they find open elective courses irrelevant to their program which means they are highly dissatisfied with the open elective courses provided to them which is a very important factor to be considered so as to improve the level of student's

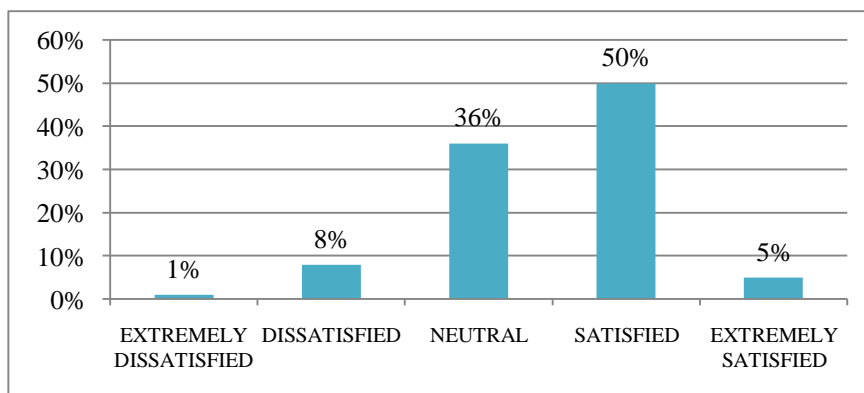
satisfaction. Only 32 % said that they find their open elective courses relevant to their program. 5% said that this question is irrelevant to them as they were not aware or were not provided with the same.

4) Does the library facilitate you with the books required for your course of study?



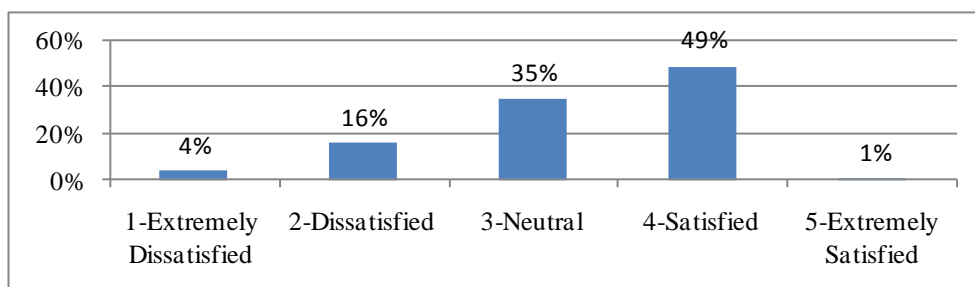
65% of the students said that they get books for most of the subjects from library. 19 % said that they get books for all the subjects while 15% of the students said that they never get books in the library for their respective subjects. This implies that students are pretty much satisfied with the library as they get most of the books with respect to their subjects in the college library itself.

5) Kindly rate the quality of teaching at your university, on a scale of 1-5.



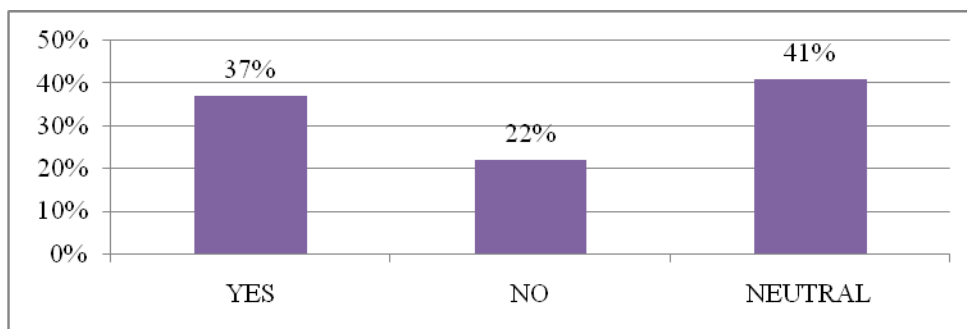
50% of the students were satisfied with the quality of teaching at the university, 36 % felt neutral while 5% of the students were extremely satisfied with the quality of teaching at their university. Only 8% were dissatisfied while 1% was extremely satisfied which implies that student's satisfaction in case of quality of teaching is up to the mark.

6) You are satisfied with the examination pattern & schedule at your university.

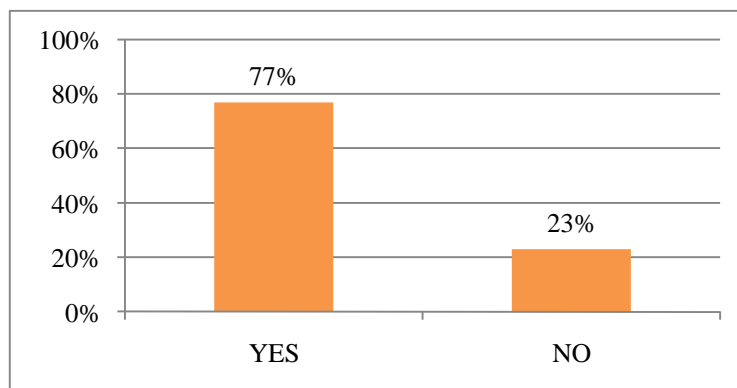


49% of the students were satisfied with the examination pattern and schedules at the university, 35% said that they felt neutral about the examination pattern and schedules while 1 % felt extremely satisfied. 16% felt dissatisfied while 4 % felt extremely dissatisfied. Hence the student's satisfaction level was affected by 16% overall.

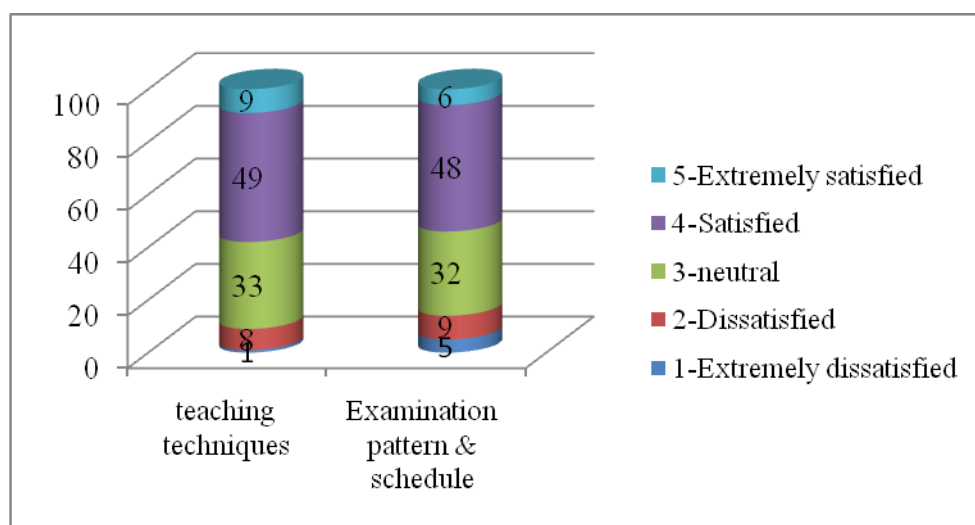
7) Do the teaching techniques & course delivery boost your self-confidence?



8) Do you feel studying here is advantageous to your future & career prospects?



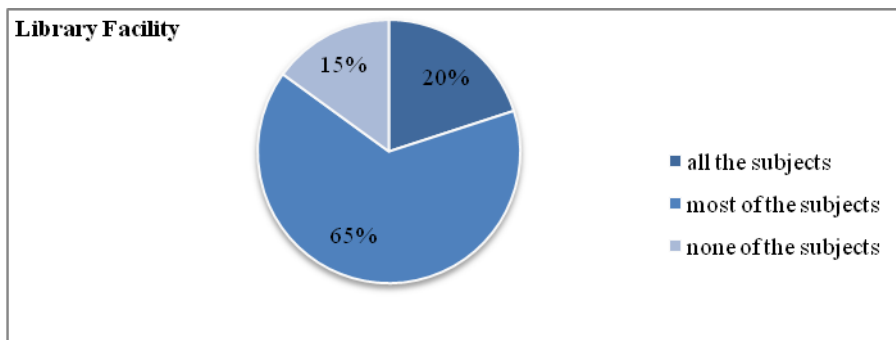
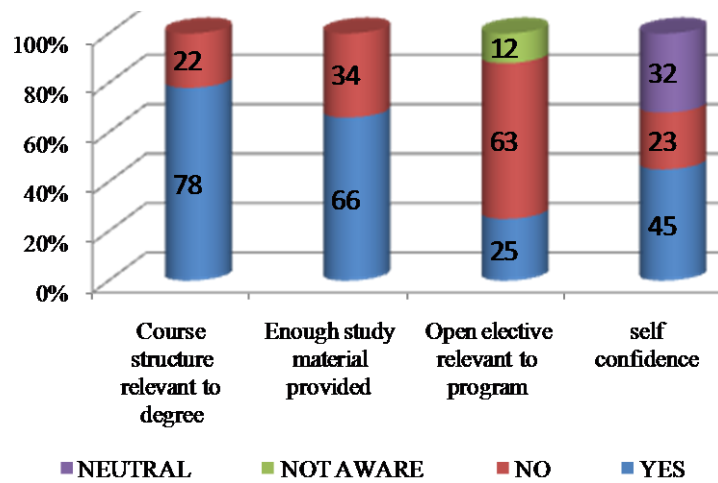
77% of the students said that “yes” to whether studying here was advantageous for their future and career prospects but 23 % didn't felt the same. So satisfaction level of students was affected by 23 % making it an important to issue for a university.



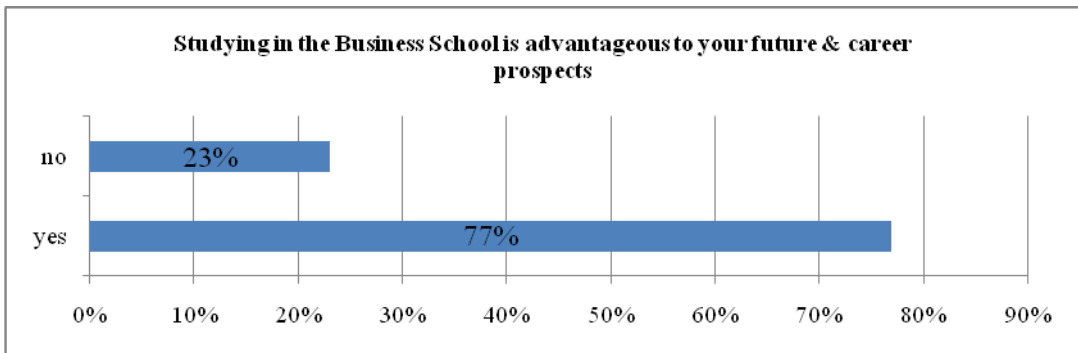
Most of the students were satisfied with the quality of teaching and examination pattern with almost half of the respondents agreeing to the same.

Almost 10% were unhappy with the examination pattern or teaching techniques.

- 63% of the students said that open elective was not relevant to their degree.
- Student satisfaction was highly affected with respect to open electives.
- The teaching technique neutrally boosts the self confidence of students according to the response.



- Students were highly satisfied with the library facilities with almost 85% students positive towards it.
- Only 15% said that the books required are unavailable for them in the library.



- 77% of the students felt studying in Business Schools was advantageous to their future and career prospects.

VIII. Key Findings

1. Academics play a vital role in enhancing or affecting student's satisfaction.
2. Academics have a direct relationship with career advancement opportunities.
3. There is a relation between student's satisfaction and student's loyalty.
4. There is a relationship between student's satisfaction and self confidence of the students in a university.

IX. Conclusion

H₁: Satisfaction level is moderate among Business School students in Greater Noida.

- Almost 63% of the students think that open electives is not relevant to their degree which influence academic performance hence the student satisfaction.
- 65% of the students said that they are able to find the books they want in the library.

H₂: There is high relation between student satisfaction and career growth prospects of students.

- Career growth is the first and most important factor a student keeps in mind while enrolling in a college for higher education.

- 77% students of B-schools feel that they have high career growth prospects and future growth by studying in their respective business school as per the survey.

H₃: Academics play an effective role in overall satisfaction among students.

- 77% students said they were satisfied with quality of teaching.
- 63% students said they find enough study material and reference books for their study.
- 49% students are happy with pattern of examination as conducted by their B-schools.

Remarks on AICTE Fairing

Most of the B-schools adhere to the guidelines and conducts issued by AICTE. Nevertheless, there was still a large scope for the B-schools to project themselves as institutions of benchmark, in order to improve the status on the grading table issued by the AICTE.

X. Suggestions and Recommendations

After completion of survey, suggestions and recommendations are listed as below:

1. Faculty should focus more on interactive way of learning. (generalized view)
2. Emphasis should be given to practical experience of education.
3. There should be regular check of equipments.
4. There should be coordination with other institutions also.
5. Make open electives more relevant to the course
6. Quick responses for the student's problem.

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