

Assessment of Satisfaction of Students Studying in the University based on their Choice

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ABSTRACT

The research paper examines the satisfaction of higher education students in Indian Universities. With the growing competition in the higher education, the universities, especially the private ones, are attempting various approaches to enhance students' satisfaction at the university and to attract more students. Students have several options to decide the universities as there are more universities offering higher education. A number of factors are taken into consideration before they make a decision. These may cover academic, non-academic and other issues such as the faculty their qualifications and experience, infrastructure, placements, reputation of the university, accommodation etc. The objective of the study was to examine there is a difference in satisfaction of the students studying in the university which has been their first choice or not. Responses were collected from the students of different universities in and around Dehradun, Uttarakhand. A total of 539 complete questionnaires were received. The questionnaire covered the student satisfaction measured on a on a 5-point Likert scale and the demographic attributes of the students like gender, age, course, university and their choice of the university etc. One-way analysis of variance was carried out to study the differences in satisfaction levels of the students who have got the university which was their first choice and others. The results indicate significant differences in the satisfaction levels between the two student groups. To be in the first choice of prospective students helps a University to have a bigger pool of contented students. The policy makers in the University should therefore deliberate to be among the preferred choice institution.

Keywords: Student Satisfaction, Higher education, First choice, one-way ANOVA.

