

A STUDY ON LOYALTY OF STUDENTS IN THE MANAGEMENT INSTITUTES IN THE KOTTAYAM DISTRICT, KERALA

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Abstract

Student loyalty is purported to be positively related to student satisfaction and to the long term performance of an educational institution. Most of the respondents are from Semi urban area. Reputation and campus placement of the institute are significant before selecting the institute, the results of previous years Good library are insignificant factors before selecting to join the institute. Interaction of Teachers, Infrastructure of the Institute, Approach of the administrative section, Seniors Behaviour of the institute are significant factors of loyalty to the institute

Key words: Student loyalty, higher education, institutions

Introduction

Student loyalty is one of the major goals of educational institutions. A loyal student population is a source of competitive advantage. The specific objective of this study is to observe the student loyalty to student satisfaction and student perception of the reputation of the institution. Student Loyalty is defined as a student favorable attitude toward the higher educational institution through positive word-of-mouth by recommending the institution to others. Student loyalty is a critical measure in the success of higher education institutions that aim at retaining students until graduation and then attracting them back.

A positive image should be generated with the various publics with whom a relationship is established and cultivate positive lines of communication with each. Although organizational image has been studied frequently with the regard of the corporate sector, it has been rarely examined in the non-profit arena. The image of institute among students, faculty and staff are important. The items such as commitment to

academic excellence, having well regarded business school, whether students form close friendships, whether graduates are proud of their education, whether the school has national image, reputation of the faculty, a cultural contribution to community, students party too much, presence of adequate facilities, and the particulars of the student population.

Statement of the problem

The present study is based on the factors that influencing students' loyalty in higher educational institutions. Kottayam is a district where cultural and educational factors are higher in standards with its different religions and culture. This study will provide better insights to the service quality factors that affect students' loyalty. The institutions can improve the quality factors that determine the satisfaction as a key to attract new students.

Scope

The study is helpful for making continuous improvement in terms of service quality, students' satisfaction and students' loyalty is important to make this institution the reputation that is recognized by the community. The study makes enable the institute to keep growing and become a reputed institute that every student can recommend others.

Review of Literature

Orozco, Francisca Cecilia Encinas., and Arroyo , Judith Cavazos.(2017) this study sought to analyze the impact of affective commitment to the university, participation in service co-creation and customer engagement on the loyalty of graduate students. To examine this an empirical, explanatory and transversal research was conducted, and personal surveys were applied to 484 graduate students in Mexico. The results show that loyalty of postgraduate students to the university is explained by both affective commitment and participation in co-creating the service. In addition, there is an indirect effect between affective commitment and loyalty through participation in co-creation; however, in this context, the effect of engagement on loyalty could not be confirmed.

Subrahmanyam, Annamdevula. (2016)The purpose of this paper is to ascertain the antecedents of student satisfaction and tests the interrelationships between student satisfaction, motivation and loyalty. The study used survey research design and collected valid sample 738 from the three oldest public universities in the state of Andhra Pradesh, India. The study extracted four antecedents: academic facilities, administration services, support services and campus infrastructure. The results established that student motivation serves as a mediation role between satisfaction and loyalty and also proved a direct effect of student satisfaction on student loyalty.

Bergamo, Fabio Vinicius de Macedo .et.al.(2011) The relationship marketing shows itself to be essential in order that the relation between schools and students happens. This approach leads organizations to develop relationships directed to the retention and loyalty. The present paper aims to create a pattern to measure the loyalty and retention of the students in Brazilian higher education institutions. Therefore, an exploratory and qualitative theoretical research about the theme was carried out. As the main result, we have the elaboration of the Pattern of Loyalty and Retention of Students for Higher Education Institutions, which presents the following aspects as variables: satisfaction, perceived quality, social integration, academic integration, cognitive commitment, commitment with the aims, commitment with the professional activities, commitment with the family, commitment with non-academic activities, emotional commitment, reliance and loyalty.

Leonard, Heny K.S., Daryanto, DadangSukandar., and Eva. Z. Yusuf. (2014)This study investigates Loyalty Model of Private University Student by using STIKOM London School of Public Relation as a study case. This study examined the model from service quality, college image, price, trust and satisfaction perspective. Thus, the objective of this study is to examine and analyze the effect of service quality, college image, tuition fee, trust and satisfaction towards students' loyalty; the effect of service quality, college image, price and satisfaction towards trust; and the effect of service quality, college image and price towards satisfaction. The implication of this study is portraying a full contextual description of loyalty model in private university by giving an integrated and innovated contribution to Student Loyalty Model in private university.

Objectives

1. To study the factors in section of educational institute
2. To study the factors that influence the student loyalty

Research Methodology

Research Design

The design study was made in accordance with the data collection and analysis. The study consisted of descriptive and exploratory analysis. The data was collected from both the primary and the secondary sources. The opinion of the respondents was collected through the questionnaire. Secondary data was gathered from various publishing sources including Magazines, Journals, News Papers and Online resources. For the study survey sample size was taken, by choosing stratified random sampling method. The respondents were the students in the management institutes located in Kottayam District. The sample size consists of 130.

DATA ANALYSIS AND INTERPRETATION

Table No.1
Socio- Demographic Profile

Particulars	Number	Per cent	Cumulative Per cent
Male	65	50	100
Female	65	50	
Rural Residents	43	33	100
Urban Residents	43	33	
Semi Urban Residents	44	34	

*Source: Primary Data

Level of significance @5%

According to Table No.1 The male and female respondents are equal in number (50 per cent) and the respondents from rural and urban areas are equal in Number (33 per cent) and the most of the respondents are from Semi urban area is 34 per cent.

Table No.2
Factors before joining an Institute

Sl.No	Particulars	P value	Sig/Insig.
1	Reputation	.000*	Sig
2	Results of previous years	.061	Insig
3	Campus placement	.02	Sig
4	Good Library	.07	Insig

*Source: Primary Data

Level of Significance @5%

According to the table no.2 the reputation and campus placement of the institute are significant before selecting the institute and the results of previous years and Good library are Insignificant factors before selecting to join the institute.

Table No.3
Factors of Loyalty to the Institute

Sl.No	Particulars	PValue	Sig/Insig.
1	Interaction of Teachers	.03	Sig
2	Infrastructure of the Institute	.04	Sig
3	Approach of the administrative section	.016	Sig
4	Seniors Behaviour	.021	Sig

*Source: Primary Data

Level of Significance @5%

According to the table no.3 Interaction of Teachers, Infrastructure of the Institute, Approach of the administrative section, Seniors Behaviour of the institute are significant factors to recommend others to join to the institute.

Findings

- Most of the respondents are from Semi urban area is 34 per cent.
- Reputation and campus placement of the institute are significant before selecting the institute the results of previous years
- Good library are insignificant factors before selecting to join the institute.
- Interaction of Teachers, Infrastructure of the Institute, Approach of the administrative section, Seniors Behaviour of the institute are significant factors of loyalty to the institute.

Limitations

- The respondents were hesitate to disclose their personal opinion
- The study was limited to Kottayam District only

Conclusion

Student loyalty has recently become a very important strategic theme for institutions offering higher education. Student loyalty is purported to be positively related to student satisfaction and to the long term performance of an educational institution. The student satisfaction explained the intention to recommend the courses to others. Thus, student satisfaction and retention are closely linked and student satisfaction has become an extremely important issue for universities and their management.

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