



REVIEW OF LITERATURE ON FACTORS EFFECTING THE STUDENT SATISFACTION TOWARDS PRIVATE COLLEGE OF WEST BENGAL

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Abstract : The competition among private colleges has forced them to change their services and marketing strategies according to the current market situation and keeping an eye on the factors that are affecting student satisfaction. This study is based on the factors effecting students' satisfaction in private colleges among all over the West Bengal. It has found that factors like Quality of academic staff, college location, college facilities, college image, technology and assessment & feedback are very important for student satisfaction in private colleges. The most important factor according to many research is college Image for student satisfaction, while Assessment & Feedback is the 2nd most influencing factor, Quality of Academic staff is the 3rd most important factor. Technology is 4th most important factor. College Facilities are on 5th place to influence student satisfaction and the location has the lowest impact on student satisfaction. Understanding of these Factors would help private institution to plan their future academic strategies and policies in a better way.

IndexTerms - Student satisfaction, quality of academic staff college image, college location, college facilities.

Introduction

Student Satisfaction

The Customer satisfaction is most important topic in the subject of marketing because identification of the customers is very important for every business and to get their satisfaction for getting more business. Students are customers of private colleges, so they are working for getting more satisfied student for getting more profit. According to Rudge (2014), students are customers and other private institutions are the competitors, so it's important to get more students to get competitive advantage over others. Satisfaction of the students is a serious issue in any college's progress, in the context of private colleges, students are customers and their satisfaction is an important feature for college (Ali et al., 2016). According to old literatures, students are customers of the private institution. Students are choosing colleges very carefully. Private colleges are going to accept the concept of students are customers, and colleges are now treating students as customers (Dužević, Delić, & Knežević 2017). According to the concept "student is customer", private colleges become manufacturers and deliverers of services. Similarly, supporters of a student are customer model claim that this concept forced institution to enhance their services and fulfil the student's needs. Watjatrakul (2014) argued, if private colleges (service providers) recognize the outlines that motivate students (service receivers) have positive behaviour towards receive their education, then colleges have to work on fulfilling student's needs. Likewise, according to Elliott & Healy (2001) "Student satisfaction is a short-term attitude". Sapri, Kaka, & Finch (2009) stated that the role of satisfaction of the student is very important in defining the accuracy and reality of the services provided by institutions. Education is like a service industry where the satisfaction of the customer with the service is important. Kumar (2012) defines that "Customer satisfaction in the service is the difference between the customer's expectations and the actual performance of the service. Barnett (2011) also supported that quality for services provided by the private college is only identifies by the satisfaction of the students. In broader picture, students are the customers of private colleges; students are the reason of the existence of the universities, so the satisfaction and retention of the student should be the goal of institutions (Khali-Ur-Rehman, et al., 2018). Satisfaction of the student is an attitude of short-term which give the assessment of a student's educational experience (Elliott & Healy, 2001). The services, facilities and educational experiences which student gets

during his/her study duration are impacting on the level of student satisfaction (Weerasinghe & Dedunu, 2017 and Weerasinghe & Fernando, 2018). Level of Student Satisfaction relates to the level of services and facilities provided by institutions (Mukhtar et al., 2015). Martirosyan (2015) stated that the satisfaction level of students varies from college to college. Sapri, Kaka, & Finch (2009) also define those different cultures and procedures difference is affecting satisfaction level towards education at institution. According to Wilkins & Huisman (2013) link between student-college relationship and satisfaction of the student is very strong, as satisfied student were found to involve in various actions that benefits that college, as they are choosing to study at same college for further education, promoting college in friends and family or serving the college after competition of education, simply by connecting themselves with the college throughout the life.

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Quality of Academic Staff

The quality of academic staff has a very strong effect on the satisfaction of private college students (Pham & Nguyen, 2020). The quality of academic staff, their qualifications, and their teaching skills also have a positive impact on students' satisfaction (Hussein & Abdul, 2012). In the last decade, Private colleges are using new teaching methods to attract students and to fulfil college needs in a highly competitive world of education and getting the satisfaction of the students (Martínez-Caro, & Campuzano-Bolarín, (2011). The academic staff of the colleges includes professional and administrative people with duties that are defined with Institution (Aldridge & Rowley, 1998). The quality of teaching is too much important for the overall quality and image of the college and for the satisfaction of the student with long term effects (Douglas, Douglas, & Barnes, 2006). The performance of academic staff is very important inside and outside the class for student's loyalty, motivation and satisfaction towards the college (Abdullah, 2006). According to, (Yusoff, McLeay, & Woodruffe-Burton, 2015) academic staff quality has a very significant and positive impact on students' satisfaction.

Location of the College

The location of college is characterized on the bases of convenient accommodation, transport system, proficient learning, work opportunities and well-maintained offices around the college. According to Hansen & Solvoll (2015); a good location of the college has a significant and very strong positive effect on the satisfaction of students of the college. Similarly, the secure location of the college has a very strong influence on female students (Weerasinghe & Fernando, 2018). Insch, & Sun, (2013) stated that the effect of students' satisfaction is generally positive with the area of the college if the area is surrounded with a good community and community resources.

Technology

We are living in a world of technology. Technology has an endless effect on the teaching and learning of college students (Bonk, Kim & Zeng, 2005). Various technological tools have changed the educational process, like communication, interaction and data transfer technologies not only improve the skills of the students but also improve the procedure of lecture delivery (Beetham & Sharpe, 2013). During the last decade, colleges has changed their conventional learning process into e-learning. E-learning has a very huge role in the dramatically growth of private colleges (Allen & Seaman 2003), In the world of technology, students have high expectations from private colleges in different aspects, one of the most important aspects is, use of the technological tool for learning process. deferent nationalities have different styles of assessment and learning process. Hofstede (1984), worked on lower levels of student satisfaction. Satisfaction level of the college students and the marks which students are awarded in feedback/ valuation surveys have impact of too many factors, like student's academic accomplishment (O'Donovan, 2017). Empirical studies strongly support the relevance of changes in private colleges towards improving the quality of teaching and learning (Harman & Bich, 2010). Within the reforms, feedback is assuming a noticeable role. According to Wanner, & Plamer (2018) feedback is essential to the business of teaching. Rhodes (2016) guided us that feedback is one of the most significant parts of the assessment procedure. Feedback provides benefits to all stages of education, across all content areas.

College Image

The brand name, college reputation and ranking are called the image of the college. Tsedzah & Obuobisa-Darko (2015) stated that; the college image has a very strong impact on student satisfaction and loyalty. College image is a picture of ideas, feelings and old experiences in the minds of students and their parents, (Foroudi et al., 2019). college image is influenced by different factors like the building of the college, academic programs, qualification and experience of the academic staff, college location and surroundings (Weerasinghe & Dedunu, 2017). college image is one of the most important factors affecting student satisfaction (Duarte et al., 2010). Panda et al., (2019) and Duarte et al., (2010), stated that the image of the college has direct influence on the satisfaction and dissatisfaction of the students.

College Facilities

Good quality of college facilities like the library, Wi-Fi, common study area, computer labs etc, are very important for satisfaction of the students (Zhai et al., 2017). Colleges of West Bengal are providing high class facilities to their students; these facilities are helps students to complete their projects, courses under the college. Facilities are designed and built for providing smooth working and learning supports to the students of the college (Karna & Julin, 2015). The quality of the college facilities like conditions of a classroom, availability of books in the library, computer labs and their conditions, hostel facilities and conditions of the rooms and cleanliness of cafeterias matters a lot for student satisfaction. The most important thing which matters a lot that is the placement history and the present placement status of the college. Yusoff, McLeay, & Woodruffe-Burton, (2015), state the strong relationship among college facilities and student satisfaction.

Discussion & Conclusion

Private colleges in west Bengal are playing very important role in the development of nation and private Colleges are not only providing education to the students but also providing business and profit to the investors. The goal of private colleges is to get more and more students that they can get more business and ultimately profit. Student satisfaction is very important factor for colleges. Now a days for increasing satisfaction of the students, colleges are working on many things like providing facilities and trying to fulfil the demands of the students and their parents. There are many factors which are affecting satisfaction of the students, few important factors like "quality of academic staff", "college location", "college facilities", "college image", "technologies" and "assessment and feedback". According to the data from different private colleges "college image" is the most impacting factors which have huge impact on satisfaction of college students. Image of the college is factor which is not only important for current students but also too much important for getting new admissions. College image forced students and their parents to choose college. The 2nd most impacting factor is assessment and feedback according to present research. With the changes in the field of education the importance of assessment and feedback increase very rapidly assessment, which helps teachers directly and students indirectly to improve the skills and to know the strength and weakness of students. Quality of Academic staff is the 3rd most important factor. Poor quality academic staff is the strongest reason of students' dropouts. Once a student joins the college, the role of academic staff starts and the behaviour of the students too much depends on the abilities and qualities of the staff. After Quality of Academic staff comes technology, we are living in the world of technology. Technologies used in colleges impact students, not only on their studies but also improve their satisfaction towards the college. college facilities are also important for students, a college which is providing more facilities to students gets more satisfied students and college location comes in the last. Location of the college is important for getting more students but if the college is having good image, high quality teaching staff and are providing latest technologies to their students then the location is not that much important.

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