

STUDENT SATISFACTION AT OSMANIA UNIVERSITY

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ABSTRACT

Measuring satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. "Satisfaction is a summary, affective and variable intensity response centered on specific aspects of acquisition and/or consumption and which takes place at the precise moment when the individual evaluates the objectives" (Giese and Cote, 2000). Education is one of the key drivers of economic growth. A university is an institution of higher education and of research, which grants academic degrees at all levels (bachelor, master and doctor) in a variety of subjects. Student's satisfaction is defined by Wiers-Jenssen, Stensaker and Groggaard (2002) as students' assessments of the services provided by universities and colleges. As per Seymour (1993), developing satisfied student should be a primary goal of higher education. Developing student satisfaction at universities level is crucial. If this is achieved, it will facilitate the strategic objectives of the university more effectively. Student satisfaction plays a crucial role for the success of a university. As argued by Berry (1995), service is one of the important factors enhancing value, and can positively influence a college's success. The student perception about satisfaction can act as an essential tool to enhance the universities service quality.

This research article investigated the Students Satisfaction of Osmania University (OU) in Hyderabad City. All the Students of Osmania University in Hyderabad city constituted the population. The sample of the study is 900 students that randomly selected. A questionnaire was developed and validated through pilot testing and administered to the sample for the collection of data. The researcher personally visited respondents, thus 100% data were collected. The collected data were tabulated and analyzed by SPSS. Majority of students of Osmania University informed that There is good rapport between faculty and students; There is good rapport between staff and students; Principals are available when needed; OU staff are warm, friendly, supportive of students; Finally, Majority of respondents gave an *good* rate to "Osmania University" services.

Keywords: Student, Satisfaction, University, Lecturer, College

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INTRODUCTION

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. An organization should give a special attention to its service quality which can help its organization to differentiate itself from other organization, and results to long term competitive advantage (Moore, 1987). Delighting the customer" is the core message of the total quality approach (Owlia and Aspinwall, 1996)..

A university is an institution of higher education and of research, which grants academic degrees at all levels (bachelor, master and doctor) in a variety of subjects. Students are the "customers" of a university" (Huang, 2009). In the UK, Higher Education (HE) students were considered to be the "primary customers" of a University (Crawford, 1991), even before they were liable for the payment of "up-front" tuition fees.

But Waugh (2002) suggested that viewing students as customers created some tensions in universities seem to be too aligned with business. Grossman (1999) discussed that student could be treated like a customer or a client within the college and in that case, the college serve the students on a better priority to fulfill their expectations and needs.

"Unlike other service industries, which hold satisfaction as a goal in and of itself, colleges and universities typically perceive satisfaction as means to end. Higher education tends to care about student satisfaction because of its potential impact on student motivation, retention, recruitment efforts, and fundraising" (Schreiner, 2009).

Student satisfaction is a short-term attitude, derived from the evaluation of the received education

service (Elliot and Healy, 2001). Student satisfaction plays a crucial role for the success of a university. As argued by Berry (1995), service is one of the important factors enhancing value, and can positively influence a college"s success. The student perception about satisfaction can act as an essential tool to enhance the universities service quality.

According to Kottler (2000) "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectations". Early concept of satisfaction research has typically defined satisfaction as a post choice evaluation judgment concerning a specific purchase decision (Churchill and Sauprenant, 1992; Oliver, 1980).

Kaldenberg et al. (1998) discussed and found that in the college, student satisfaction was driven by evaluating the quality of coursework and other curriculum activities and other factors related to the university. Lecturers should treat students with sensitivity and sympathy, and assistance should be provided when necessary. Even simple listening is appreciated.

In order to achieve satisfaction, Universities should measure it because according to Ho, (1995) you can not manage something that you can not measure it.

There are two principal interpretations of satisfaction within the literature, satisfaction as a process and satisfaction as an outcome (Parker and mathews, 2001). Solomon, (1991) recognizes customer satisfaction as the overall attitude of the individual toward the bought product. Also, customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and

service categories (Gustafsson, 2005). Kottler (2003) states that there is a general agreement that satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance (or out come) in relation to his or her expectations. The usual measures of satisfaction involve a survey with a set of statements using a Linker Technique or scale. The student is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Osmania University (OU), since 1918, is a public university located in Hyderabad, Andhra Pradesh, India. It was established and named after the last Nizam of Hyderabad, Mir Osman Ali Khan. It is one of the oldest modern universities in India. It is the first Indian University to have Urdu (اردو) and Indian regional language as medium of instruction. The OU is one of the largest university systems in the subcontinent with over 300,000 students on its various campuses and affiliated colleges and more than 5000 faculty and staff. Conducts courses in humanities, arts, sciences, social sciences, law, education, engineering, IT, business management, information technology and oriental languages; awarded 5-star status. The University is the oldest post-secondary institution in Andhra Pradesh and is the seventh oldest university in India. Osmania has a campus of nearly 1600 acres (6 km²). It has 'A' grade accreditation by the (National Assessment and Accreditation Council) NAAC.

In Osmania University of Hyderabad, graduate students come from different countries with different cultural backgrounds. Thus, their expectation and perception of satisfaction may differ. Osmania Universities in Hyderabad, India is not only competing with the local universities but also many other universities in Asia and also the world.

The purpose of this study was to identify the factors that contribute to graduate student satisfaction studying in Osmania university. The research and findings may benefit both the university and students. This study will also help the university to know the level of student satisfaction and also which aspects are the most important. This research will also be important when the university is undergoing through new changes. The findings of this research will also help the universities in India to serve students more effectively in the future, and develop their quality of service to increase the satisfaction level of its students. These findings may also be useful to the students who want to join a Bachelor, Master's and Ph.D. program in Osmania University.

STATEMENT OF THE PROBLEM

Education is one of the key drivers of economic growth. Every educational institution needs to understand its internal strength and weakness, and external opportunities and threats. Student's satisfaction survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an University and implementing satisfaction survey is a management information system that continuously captures *the voice of the Students* through the assessment of performance from the Student's point of view.

The use of student satisfaction surveys at the University of Osmania (OU) has emerged as part of the University's quality improvement initiative and its commitment to student participation in its democratic processes in the form of valuable feedback. The setting of objective is the core stone of a systematic study. The study will be fruitful one when the basis laid down is a concrete one they represent the desired solution to the problem and help in proper utilization of opportunities.

In order to achieve Students satisfaction, Universities should measure it because according to Ho, (1995) you can not manage something that you can not measure it.

OBJECTIVES OF STUDY:

As there is a tough competition going on all over the world especially in the field of education, quality of service and student satisfaction plays a crucial role for success. The purpose of this study was to identify the factors that contribute to graduate student satisfaction studying in Osmania University, Hyderabad, India.

The objectives of the research are:

- ❖ To identify the least and most important dimensions as perceived by students in higher education in Osmania University.
- ❖ To find out factors influence on the satisfaction of students at OU
- ❖ To know the level of satisfaction of Students towards Osmania University.
- ❖ To examine the effects of demographic factors on students' satisfaction and related constructs

MATERIAL AND METHODOLOGY

DESIGN OF THE STUDY

The design of the study is a descriptive survey which attempts to collect data from members of a population in order to determine the current status of the population

AREA OF THE STUDY

The study was carried out in Osmania University in Hyderabad City (Andhra Pradesh state, India).

POPULATION OF STUDY

According to McDaniel (2001) target population is a total group of people from whom the researcher may obtain information to meet the research objectives.

Hence, the target population comprised of all the Students of Osmania University, Hyderabad, India.

SAMPLE AND SAMPLING TECHNIQUES

The sample consisted of 900 Students that randomly were selected from population of study.

INSTRUMENT FOR DATA COLLECTION

One questionnaire was used in order to collect the views of Students. The instrument used for data collection was a 33 item that developed and validated by the researcher. The internal consistency of the instrument was determined using Cronbach alpha method and the coefficient of internal consistency obtained was 0.79.

PROCEDURE OF THE STUDY

In order to get data from the respondents through the above instruments, the researcher visited the sample Students personally and administered the questionnaires to the sample students. The respondents were requested to record their free, frank and independent responses. An assurance was given to the respondents that their responses shall be kept confidential and information collected will be used only for the purpose for it was collected. The collected data were analyzed by using SPSS v.13 software.

FINDINGS AND CONCLUSION:

- ✓ In this study 41% respondents are in the age group of 15-25 years, 52% respondents are in the age group of 26-35 years, 7% respondents are in the age group of 36 and above.
- ✓ 44% respondents were female and 56% male. And also, 39% respondents were bachelors, 48% Master, and 13% PhD. And 81% of respondents were national students and 19% were international students.

Table 1: Responses Of Student Questionnaire*

S.No	Statement		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total	X ²	Mean	Mode
1	Lecturers and support staff (e.g. tutors) are polite and courteous	F	438	373	24	60	5	900	962	4.31	5
		%	48.67	41.44	2.67	6.67	0.55	100			
2	feel comfortable approaching and talking to lecturers	F	270	564	21	40	5	900	1283.6	4.17	4
		%	30	62.67	2.33	4.44	0.56	100			
3	Lecturers have extensive knowledge of their subjects	F	336	510	24	24	6	900	1178.8	4.27	4
		%	37.33	56.67	2.67	2.67	0.66	100			
4	Lecturers have good teaching ability	F	225	540	135	-	-	900	1102.5	4.1	4
		%	25	60	15	-	-	100			
5	Classes are well prepared and organized	F	245	416	78	135	26	900	533.7	3.8	4
		%	27.22	46.22	8.67	15	2.89	100			
6	Lecturers and support staff are concerned about student welfare and interests	F	146	514	108	60	72	900	799.7	3.67	4
		%	16.22	57.11	12	6.67	8	100			
7	Lecturers and support staff are willing to help with students' concerns	F	246	418	174	-	62	900	596.4	3.87	4
		%	27.33	46.44	19.34	-	6.89	100			
8	I can contact lecturers with minimum difficulty	F	245	415	78	5	157	900	561.1	3.65	4
		%	27.23	46.11	8.67	0.55	17.44	100			
9	Administration staff are courteous	F	315	493	38	54	-	900	1025.7	4.18	4
		%	35	54.78	4.22	6	-	100			
10	Administration staff are sympathetic and reassuring when helping students	F	200	591	35	21	53	900	1287.5	3.96	4
		%	22.22	65.67	3.89	2.33	5.89	100			
11	Administration staff solve my problems at a promised time	F	180	269	270	46	135	900	200	3.34	3
		%	20	29.89	30	5.11	15	100			
12	Classroom space is adequate	F	384	385	57	74	-	900	791.1	4.2	4
		%	42.67	42.78	6.33	8.22	-	100			
13	Study space for students is adequate	F	315	493	38	54	-	900	1025.7	4.19	4
		%	35	54.78	4.22	6	-	100			
14	There is good rapport between faculty and students	F	444	316	46	74	20	900	796.3	4.21	5
		%	49.33	35.11	5.11	8.23	2.22	100			
15	There is good rapport between staff and students	F	235	444	108	41	72	900	604.9	3.81	4
		%	26.11	49.33	12	4.56	8	100			
16	OU staff are warm, friendly, supportive of students	F	245	415	78	5	157	900	561.1	3.65	4
		%	27.23	46.11	8.67	0.55	17.44	100			
17	Computer Labs are adequate	F	315	493	38	54	-	900	1025.7	4.18	4
		%	35	54.78	4.22	6	-	100			
18	Academic Support Labs are adequate	F	384	385	57	74	-	900	791.1	4.2	4
		%	42.67	42.78	6.33	8.22	-	100			
19	Copy Machine Availability is adequate	F	-	-	57	385	458	900	58.3	1.55	1
		%	-	-	6.33	42.78	50.89	100			
20	The campus is generally a safe place	F	89	451	90	146	124	900	519.8	3.26	4
		%	9.89	50.11	10	16.22	13.78	100			
21	Variety of courses offered is adequate	F	384	385	57	74	-	900	791.1	4.2	4
		%	42.67	42.78	6.33	8.22	-	100			
22	Class size is appropriate	F	300	408	180	12	-	900	705.6	4.1	4
		%	33.33	45.34	20	1.33	-	100			
23	Principals are available when needed	F	495	360	-	45	-	900	1192.5	4.45	5
		%	55	40	-	5	-	100			
24	Programs of Study are flexible	F	326	244	119	91	120	900	225.8	3.62	5
		%	36.22	27.11	13.22	10.11	13.34	100			
25	There is diversity and racial harmony at OU	F	270	353	180	97	-	900	429.5	3.3	4
		%	30	39.22	20	10.78	-	100			
26	There is a clear student complaint/grievance process	F	133	270	44	226	227	900	184	2.84	4
		%	14.78	30	4.89	25.11	25.22	100			
27	I am accomplishing my educational goals at OU	F	225	540	135	-	-	900	1102.5	4.1	4
		%	25	60	15	-	-	100			
28	I would choose to attend OU again	F	495	360	-	45	-	900	1192.5	4.45	5
		%	55	40	-	5	-	100			
29	I would recommend OU to others	F	288	453	94	12	53	900	766.3	4.01	4
		%	32	50.33	10.44	1.34	5.89	100			

* Significant

DF = 4

Table value x² at 0.05 level = 9.488

Table 1 show that x² values of the responses of students are greater than the table values 9.488 at 0.05 level of significance for 4 degree of freedom. Hence, all the statements are accepted except statements 19 and 26, since the trend of responses were found towards Disagree and Strongly Disagree. hence, statements 19 and 26 are rejected.

The summary Table 1 shows that in the opinions of students 27 items were accepted out of 29 and only 2 items were rejected. It means that the generally level of satisfaction from Osmania University was positive and Students Attitude to Osmania University were positive. Only 2 items were rejected which showed that Majority of the students opined that Copy Machine

Availability is not adequate for campus and colleges in Osmania University(93%) and There is not a clear student complaint/grievance process in colleges.

Analysis of Table 1 of the student's intention showed that:

- ✓ Majority of the students opined that Lecturers and support staff (e.g. tutors) are polite and courteous (90%) and Lecturers have extensive knowledge of their subjects (94%). And 85% of students expressed that Lecturers have good teaching ability, 73% of Lecturers and support staff are concerned about student welfare and interests; and Lecturers and support staff are willing to help with students' concerns.
- ✓ 85% of students opined that Classroom space is adequate; Classes are well prepared and organized (73%); Class size is appropriate (78%); Computer Labs are adequate(90%); Academic Support Labs are adequate(85%); and The Osmania campus is generally a safe place (59%).
- ✓ 74% of students informed that There is good rapport between faculty and students (85%); There is good rapport between staff and students (75%); Principals are available when needed (95%); OU staff are warm, friendly, supportive of students (73%); Administration staff are sympathetic and reassuring when helping students (87%); and Majority of the students held that they have feel comfortable approaching and talking to lecturers (93%).
- ✓ Majority of students held that Programs of Study are flexible (63%); There is diversity and racial harmony at OU (69%); they accomplish their educational goals at OU (85%); they would choose to attend OU again (95%); and they would recommend OU to others (82%) .

DISCUSSION:

The summary Table 1 shows that in the opinions of students 27 items were accepted out of 29 and only 2 items were rejected. It means that the generally facilities and Behavior of lecturers and staff in Osmania University was positive and Students Attitude to their University were positive.

In this study, Majority of students informed that There is good rapport between faculty and students; There is good rapport between staff and students; Principals are available when needed; OU staff are warm, friendly, supportive of students; Administration staff are sympathetic and reassuring when helping students; and students have feel comfortable approaching and talking to their lecturers.

Galloway (1998) studied the role of the faculty administration office in one UK University on student perceptions of service quality. He found that it impacted directly on students and influenced their perceptions of the quality of the whole institution.

On the other hand, Banwet and Datta (2003) believed that satisfied customers are loyal, and that satisfied students were likely to attend another lecture delivered by the same lecturer or opt for another module or course taught by her/him.

This study showed that in OU Classroom space is adequate; Classes are well prepared and organized; Class size is appropriate; Computer Labs are adequate; and also, Majority of students held that Programs of Study are flexible.

Coles (2002) found that student satisfaction is decreased when class sizes are larger in earlier cohorts, and when students are taking compulsory core modules rather than optional modules.

This study showed that in OU majority of students would choose to attend OU again and they would recommend OU to others .

According to Price et al. (2003) students' reasons for selecting a particular university are: it had the right course, availability of computers, quality of library facilities, good teaching reputation, availability of "quiet" areas, availability of areas for self-study, quality of public transport in the town/city and a friendly attitude towards students. Clearly, students' perceptions of a university's facilities are one of the main influences on their decision to enroll.

Overall, This study showed that the level of Students satisfaction towards "Osmania University" was good.

SUGESSTIONS:

Universities world-wide are now competing for students both nationally and internationally. In order to recruit and retain students they should aim to enhance student satisfaction and reduce student dissatisfaction.

This can only be achieved if all the services that contribute to "academic life" are delivered to a suitable standard. The students are the sole judges of whether or not this has been achieved therefore student satisfaction surveys should be undertaken on a regular basis and a university's service offering adapted accordingly.

SUGESSTIONS FOR FUTURE STUDY:

This survey was conducted only among students of one university; future studies may change target population from one university students to multiple universities and compare.

Students studying all categories of university were surveyed. Future studies might be conducted being more specific with only one category of academia, or more detailed comparisons might be explored between

public and private universities.

AUTHORS INFORMATION

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