



**A STUDY ON LEARNER'S SATISFACTION LEVEL IN HIGHER EDUCATIONAL
INSTITUTES: A STUDY OF UNDERGRADUATE COMMERCE COLLEGES OF
MUMBAI UNIVERSITY WITH REFERENCE TO WESTERN MUMBAI ZONE**

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Abstract

The measurement of Learner's satisfaction can be useful to higher education institutions, to help them to pin point their strengths and identify areas for improvement. The purpose of this study measures the learners satisfaction level in undergraduates colleges of Mumbai university with reference to Mumbai western zone By adopting simple random sampling technique and convenience technique samples of 200 respondents have been taken from western Mumbai zone by using well-structured questionnaire and the data was analyzed by using various statistical techniques and tools such as percentage and frequency .

Key words: - Higher Educational Institutes, learners' Satisfaction,



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Introduction:

As of 2012, India has 152 central universities, 316 state universities, 191 private universities and other institutions include 33,623 colleges, including 1,800 exclusive women's colleges, functioning under these universities and institutions, and 12748 Institutions offering Diploma Courses. We proclaim to have world renowned IIT's. Institute of Science and University of

Mumbai but enrollment ratio in higher educational institutes is very low. Almost 90% of our higher educational institutes are not meeting standards in terms of different facilities.

Learners are the lifeblood of the institution. They are playing catalytic role in spreading the name and fame of the institutions. They are word of mouth of the institutions. Hence it is very essential to know the satisfaction level of learners in the institutions. Because the more they are satisfied, the brighter is the present and future of the institutions. Learner's satisfaction has never been considered as matter of concern by such institutes. We call consumer is King but in real sense it has not been so when it comes to students and their views. The learners Satisfaction Survey is a powerful tool to improve the quality of learner's life and learning. It measures learners' satisfaction and priorities, showing us how satisfied the learners are as well as what issues are important to them. The measurement of student satisfaction can be useful to institutions to help them to pinpoint their strengths and identify areas for improvement. The main parameters of students' satisfaction on the campus are:

Infrastructure

Faculty

Administration staff

Canteen facilities

Placement facilities,

Sports facilities,

IT tools facilities

This paper focuses on the learners' satisfaction level by analyzing a number of factors. Based on such outcomes administrators of such institutes must adopt student satisfaction strategies to accomplish organizational objectives.

Review Of Literature:

A study conducted by **Mamun and Das (1999)** explored some interesting factors in the satisfaction of the students in higher education institutions. The factors which they included are facilities of library, facilities of labs. And the factor that how much assistance is provided to the students for their internship programs. A very nice study in the context of educational services and students' satisfaction was conducted by **Zahid, Chowdhry and Sogra (2000)**. They took different variables for studying the satisfaction of students in higher education institutions. These variables included the system of examination and course i.e. Annual System or Semester System,

the quality of teachers and their delivery of knowledge to the students, the medium of teaching either it is English or local language, where the campus is located and its size, accommodating facilities for the students, the facilities which are provided to the students in the campus such as auditorium, parking facilities, canteen etc. They considered these variables as key factors for measuring students' satisfaction. In a different study regarding student satisfaction, same factors and variables were used which are mentioned above as well as in this study quality of teaching, method used for teaching, teachers support to the students in their studies and the facilities provide to the students were considered as the basic factors of satisfaction (**Majid, Mamun and Siddique 2000**). The curriculum which adds skills in the students and the quality of teaching are the two main factors, should be considered in students satisfaction (**Ahmad and Anwar 2000**). Satisfaction of the customer can be treated as the feeling or attitude which the customer has after using the service or product (**Metawa and Almossawi 1998**).

Manzoor (2013) examined satisfaction of the students in universities in Pakistan and to find these factors' relationship either positive or negative with the satisfaction and for this purpose questionnaires was used "Likert Scale" to get the more accurate and specific results and views from the respondents. Furthermore the conclusion of the study suggest that the facilities provided to the students regarding the sports facilities and the transportation facilities have significant effect on the satisfaction of the students in universities, while the accommodation facilities don't have any significant effect on the satisfaction of the students. **SinhaEkta (2013)** indicated that in a competitive market its very important to retain good employees, that contribute towards the attainment of Organizational goal and customer satisfaction as well. The research is done in KRIBHCO, Surat and with sample size of 150 employees based on systematic sampling. Data was collected based on structured questionnaire method on Likert five point scale for 23 major variables which were reduced to five factors namely Empowerment & Work Environment, Working Relation, Salary & Future prospects, Training & work Involvement and Job Rotation. It was found that the employees to be satisfied on the basis of above said five factors. It is also found that a few important factors that normally contribute to the employee satisfaction, didn't have much influence on employee satisfaction in KRIBHCO, Surat, such as : welfare measures, role clarity, freedom of decision making and recognition at work. The innovativeness and creativeness of employees also took a back seat as far as satisfaction level was concerned.

Objective

1. To measure learners satisfaction level in terms of Infrastructure
2. To analyze learners satisfaction level in terms of Faculty
3. To measure learners satisfaction level in terms of Canteen facilities
4. To analyze learners satisfaction level in terms of Administration staff
5. To study learners satisfaction level in terms of Placement facilities
6. To analyze learners satisfaction level in terms of IT Tools facilities
7. To measure learners satisfaction level in terms of Sports facilities
8. To study learners satisfaction level in terms of extracurricular activities

Research Methodology

- a) **Universe of the Study:** -All students of undergraduates colleges of Mumbai university with references to Mumbai western zone
- b) **Sampling Unit:** The population for the study is the Students who are studying undergraduate learners of commerce colleges
- c) **Sample Size:200 respondent**
- d) **Sampling Technique:** To study the relationship,200 respondents has been selected from the population. **Non probability convenient sampling** process has followed to pick the respondents from the entire population.

- e) **Data Instruments used:**

Structured Questionnaire

A well-structured questionnaire with close ended questions will be designed for the data collection. The questionnaire was divided into three parts. **First part consisting demographic information** of respondents, **second part** consisting learner's expectations and perceptions respectively towards different aspects.

- f) **Techniques of data collection**

To collect the required primary data, the following techniques of data collection were used.

- a) Observation.
- b) Interviews.
- c) Questionnaires

Study will be based on both primary and secondary data

Primary Data:

To collect the required primary data, the following techniques of data collection will be used.

a) **Interviews.**

b) **Questionnaires.**

a) **Interviews:**

To collect information from the learner, Researcher used the systematic interview techniques.

b) **Questionnaires:**

Questionnaire was prepared to collect detailed information for research work. Questionnaire was prepared for. This questionnaire was personally filled by meeting 200 respondents in person. Questionnaire sought for name, Age, Gender, Occupation, and investment pattern as basic variables. Survey method was used to collect primary data from 200 respondents, Mumbai. Considering the nature of respondents, the following tools of collecting primary data were used. The data was analyzed by using various statistical techniques and tools such as percentage and frequency.

Data Analysis :

Table 1: Demographic profile of respondents (N=200)

Characteristics		Frequency	%
Gender	Male	120	60
	Female	80	40
	TOTAL	200	100

Table 2: Infrastructure facilities (Library, Ambience, Water facility, Campusspace, parking space)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	30	15
2	Satisfied	40	20
3	Neutral	20	10
4	Dissatisfied	70	35
5	Highly Dissatisfied	40	20
6	Total	200	100

depicts the learners satisfaction regarding infrastructure facilities 15 percent learners are highly satisfied with infrastructure facilities while 20 percent learners are satisfied with infrastructure facilities. 10 percent learners are neutral and 35 percent learners are dissatisfied with infrastructure facilities. 20 percent learners are highly dissatisfied with infrastructure facilities. So it is concluded that majority of the learners are not satisfied with infrastructure facilities

Table 3: Faculty (Behaviour, Knowledge, Empathy, Responsiveness)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	40	20
2	Satisfied	40	20
3	Neutral	15	7.5
4	Dissatisfied	65	32.5
5	Highly Dissatisfied	40	20
6	Total	200	100

Describes the **Faculty** towards learners in the classroom. 20 percent learners are highly satisfied and 20 percent learners are satisfied with teachers behavior in the classroom whereas 7.5 percent learners are neutral. 32.5 percent learners are dissatisfied with teacher behaviour in the classroom and 20 percent learners are highly dissatisfied with faculty behavior in the classroom. **So it is concluded that majority of the learners are dissatisfied and highly dissatisfied with teacher behaviour in the classroom.**

Table 04: Administration staff (Behaviour, Empathy, Responsiveness, Availability)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	70	35
2	Satisfied	60	30
3	Neutral	10	5
4	Dissatisfied	40	20
5	Highly Dissatisfied	20	10
6	Total	200	100

describes the learners satisfaction regarding the services of **Administration staff**. (35 percent) are highly satisfied and 30 percent learners are satisfied with availability of **Administration staff** in the public institutes. (20 percent and 10 percent) are dissatisfied and highly dissatisfied

regarding availability of **Administration staff** in the institutes. **It is concluded that majority of the learners are satisfied regarding availability of Administration staff in MBA institutes.**

Table 05: Canteen facilities (Space, Availability of food, Hygiene, Price, Service)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	20	10
2	Satisfied	50	25
3	Neutral	10	5
4	Dissatisfied	80	40
5	Highly Dissatisfied	20	10
6	Total	200	100

Describes the **canteen facilities provided in institutes** to learners. Very few learners (10 percent students are highly satisfied and 25 percent learners are satisfied with **canteen facilities provided in institutes** whereas 5% learners are neutral. 40 percent learners are dissatisfied with **canteen facilities provided in institutes** and 10 percent learners are highly dissatisfied with **canteen facilities provided in institutes**. **It is concluded that majority of the learners are dissatisfied and highly dissatisfied with canteen facilities provided in institutes.**

Table 06 :IT Tools(Projector, Digilab, Teaching aids)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	25	12.5
2	Satisfied	40	20
3	Neutral	10	5
4	Dissatisfied	85	42.5
5	Highly Dissatisfied	40	20
6	Total	200	100

describes the learners' satisfaction regarding the availability of IT tools. A few learners (12.5 percent) are highly satisfied and 20 percent learners are satisfied with availability of IT tools in the institutes. 5 percent learners are neutral. Majority of the students (42.5 percent and 20 percent) are dissatisfied and highly dissatisfied regarding availability of IT tools in the institutes. **It is concluded that majority of the learners are not satisfied regarding availability of IT tools in public institutes.**

Table 07:Placement facilities(Job profile,Package,Company profile)

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	40	20
2	Satisfied	30	15
3	Neutral	20	10
4	Dissatisfied	70	35
5	Highly Dissatisfied	40	20
6	Total	200	100

Shows the learners satisfaction regarding the placement. Only 20 percent learners are highly satisfied and 15 percent learners of institutes are satisfied with the placement provided by institute whereas 10 percent learners are neutral. 35 percent learners are dissatisfied and 20 percent highly dissatisfied with the placement facilities provided by the institutes. **On the basis of the above analysis it is concluded that majority of the respondents are dissatisfied or highly dissatisfied with placement facility.**

Table 08:Sports facilities

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	20	10
2	Satisfied	30	15
3	Neutral	10	5
4	Dissatisfied	60	30
5	Highly Dissatisfied	80	40
6	Total	200	100

describes the learners satisfaction regarding the sports facilities. Only 10 percent learners are highly satisfied and 15 percent learners are satisfied regarding sports facilities. Majority of the students (30 percent) are dissatisfied and 40 percent learners are highly dissatisfied. **It is concluded that majority of the learners are dissatisfied or highly dissatisfied from the sports facilities provided by the institutes.**

Table 9: Extra curriculum activities

Sr.No	Response	Frequency	Percentage
1	Highly Satisfied	20	10
2	Satisfied	30	15
3	Neutral	30	15
4	Dissatisfied	60	30
5	Highly Dissatisfied	60	30
6	Total	200	100

Depicts the learners satisfaction regarding extra curriculum activities in the institutes. 10 percent learners are highly satisfied while 15 percent learners are satisfied regarding extra curriculum activities in the institutes.15 percent learners are neutral.30 percent learnersare dissatisfied and 30 percent learners are highly dissatisfied regarding extra curriculum activities in institutes . **It is concluded that majority of the learners are dissatisfied or highly dissatisfied regarding extra curriculum activities in the institutes.**

Vi.Conclusion:

learners satisfaction level in undergraduate commerce colleges in Mumbai suburban area is highly dis-satisfactory in all the respects. It is very alarming situation for administrators. Institutes must provide quality education after charging hefty fees.

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