Educational Service And Student Satisfaction: A Case Study Of Nagaon G.N.D.G Commerce College, Assam, India

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Abstract

The global education industry has recently experienced immense development. Demand for new academic disciplines has increased as a result of globalization and the digital revolution. Better teaching strategies and tools have increased the cost of providing education. Only institutions that offer their students a high-quality education and a supportive environment will succeed in this competitive market. The amount of experiences and perceived performance of educational services during their study period determines how satisfied students are with their education.

Accordingly, an effort has been made to study the student satisfaction with the educational service offered by Nagaon Gopinath Dev Goswami Commerce College in the Nagaon District of India. The degree to which students are satisfied with the educational services is assessed in this study.

Keywords: Educational Institutions, Service Mix, Satisfaction Level.

Introduction

In the recent years, the global education sector is growing extremely quickly. Demand for new educational disciplines has increased as a consequence of globalization and the digital revolution. Due to enhanced teaching and learning approaches and tools, education is becoming more expensive. Both the number of new institutions and the number of students enrolled in those institutions have increased. Only institutions that offer their students a high-quality education and an

encouraging atmosphere will succeed in this competitive market. The degree of satisfaction differs significantly from person to person and product to product.

Nagaon Gopinath Dev Goswami Commerce College is a fully functioning institution of learning in commerce located in India's central Assam province. This College is a well equipped educational institution of the region providing commerce education to students. The college offers professional courses like Bachelor in Business Administration, post-graduate programs and graduation programs.

Therefore, an effort has been made to examine the degree to which the students at Nagaon Gopinath Dev Goswami Commerce College in Assam, India are satisfied with the educational services provided to them. This study also aims to determine the service mix offered by the institution before assessing the degree of student satisfaction.

Concept of Educational Service

The efficacy of the educational system is promoted through educational services, which act as a foundation for and support educational policies. It consists of specialized institutions and training facilities that offer training and instruction in a broad range of areas. The educational services are usually provided by teachers or instructors who describe, recount, demonstrate, supervise, and guide learning.

Concept of Satisfaction

According to Kotler (2000)[1], "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations. Satisfaction reflects the degree to which a consumer believes that possession and use of a service evoke positive feelings". The concept of satisfaction is considered to be crucial to any marketing plan (Oliver, 1999)[2]. Delivering excellent customer service is essential for gaining a sustainable edge in today's cutthroat marketplace (Shemwell, Yavas, and Bilgin, 1998)[3].

Significance of the Study

The success of educational institutions today depends on the degree of student satisfaction. The objective of the study is to investigate the degree of student satisfaction with the level of service offered by Nagaon GNDG Commerce College. Both the college administration and the students at the college will

profit from the research's conclusions. The study will aid in determining which aspects are crucial to pupils and which ones require improvement.

Research Methodology

The study on educational service and student satisfaction levels of Nagaon GNDG Commerce College in Nagaon District has been conducted using a descriptive research approach. The seven hundred and seventy (770) students enrolled in the college are considered as the universe of the study. The sample size is three hundred and two (302) participants at 40% proportionate rate. The samples are chosen proportionately from all of the college's offered courses. Table-1.1 displays the sample size.

Table-1.1: Table showing the Sample Size of the Study

Sl. No.	Courses	Universe of the Study	Sample Size
1	B.com 1st semester	276	110
2	B.com 3rd semester	201	80
3	B.com 5th semester	214	84
4	B.B.A 1st semester	06	2
5	B.B.A 3rd semester	06	2
6	B.B.A 5th semester	04	1
7	M.com 1st semester	23	8
8	M.com 2nd semester	40	16
Total		**770**	**302**

Source: Register   of   the   College

Based on seven (7) characteristics, the degree to which students are satisfied with the educational services offered by the college has been investigated. The seven (7) dimensions are listed below:

Set I: Indicators of Product
Set II: Indicators of Price
Set III: Indicators of Place
Set IV: Indicators of Promotion
Set V: Indicators of People
Set VI: Indicators of Process
Set VII: Indicators of Physical Evidence

The information for the study has been gathered using both primary and secondary sources. The researcher's self-designed

questionnaire with thirty-two (32) statements, conversations with respondents and observation were used to gather the primary data. The register kept by the college administration is used to collect the secondary data. The weighted average method and other statistical techniques such as percentage, bar diagrams, charts, ratios, and averages, have been used to analyze the obtained data.

Empirical Studies on Educational Service and Student Satisfaction

- In their research, Khan & Azam (2017)[4] talked about the marketing tactics used by Indian B Schools and the problems they encountered. The staff members in charge of finances, innovations, and promotions are said to make up the internal component of the marketing environment at B Schools, while the external component is made up of the government, students, and alumni. Quality, regulations, accreditations and branding, student enrollment, academic delivery, resources, pedagogy and government regulations are the most frequent issues faced by Indian B Schools. The quality of instruction and the readiness of the students for the corporate world are both impacted by the B-schools' reduction in salary in an effort to save money.

- Kalenskaya, et al. (2013)[5] have discussed that by combining tangible elements like physical infrastructure and intangible elements like faculty competence, education satisfies the need for knowledge and provides intangible benefits to the client. The expansion of the entrepreneurial spirit, systemic thinking, regular process updates, and staff skill upgradation are all trends in this industry. Teachers now serve as service providers and facilitators. Student satisfaction is directly influenced by how effectively professors impart knowledge. The proficiency and commitment of the teaching staff determine the institute's progress. The necessity to aggressively promote educational services has been influenced by changes in consumer attitudes toward education and the reduction of geographic distances due to technology advancements. Peripheral tangible evidence like electronic handouts and multimedia kits have had an impact on the necessity for intense teacher-student interactions and the level of inseparability. Consequently, the professional growth of the teaching community must be considered in a strategic marketing plan for an educational service. From the transmission of knowledge to the creation of ideas, and from a teacher to student monologue to a dialogue between teacher and student, the educational process has altered.

Analysis and Interpretation

The objective of the study is to determine the degree of student satisfaction with the services offered by the college. As a result, an effort has been made to evaluate the degree of employee satisfaction independently for each of the seven (7) dimensions. Three hundred and two (302) respondents' comments about the college's services have been compiled. The weighted average is then used to analyze and quantify the responses. The analysis is shown from the Table-1.2 to 1.8

Table-1.2: Level of Satisfaction of the Students regarding the Product Mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9
1	Class room Facility	30	86	107	67	15	302	2.83
2	Necessary resources	21	90	97	73	21	302	2.94
3	Quality of service of teachers	40	45	150	70	33	302	3.39
4	Brand name of college	29	40	122	80	31	302	2.18
5	Encouragement to take part in co–curriculum activities	50	80	120	27	25	302	3.31
6	Playground facility	180	40	69	7	6	302	3.28
7	Counselling service	150	20	100	20	12	302	2.72

Source: Compiled from Questionnaire

Table-1.2 identifies that the weighted average of the response of students regarding the product mix of the college are 2.83, 2.94, 3.39, 3.14, 2.6, 1.74, and 2.08 respectively for Classroom facility, Availability of necessary resources, quality of services of teachers, Brand name of the college, encouragement to take part in curriculum activities, playground facility and counselling services. The highest weighted average is 3.39 in respect of quality of service of teachers and the least weighted average is 2.18 in respect of the brand name of the college.

Table-1.3: Level of Satisfaction of the Students regarding the Pricing Mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9

1	Admission fees	50	60	150	25	17	302	2.67
2	Registration fees	10	20	250	15	17	302	3.12
3	Fines	29	59	180	20	14	302	2.71

Source: Compiled from Questionnaire

The table-1.3 identifies that the weighted average of the response of students regarding the product mix of the college are 2.67, 3.13, and 2.71 respectively for Admission fees, Registration fees and fines. Out of these, the highest weighted average is 3.71 in respect of registration fees .and the least weighted average is 2.67 in respect of the Fines of college.

Table-1.4: Level of Satisfaction of the Students regarding the Places Mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9
1	Suitability of the college location	5	31	200	50	16	302	3.14
2	Availability of transportation facility	10	30	189	40	33	302	3.19
3	College campus	40	50	150	48	14	302	2.82

Source: Compiled from Questionnaire

The table-1.4 identifies that the weighted average of the response of students regarding the product mix of the college are 3.14, 3.19, and 2.82 respectively for suitability of the college location, availability of transportation facility and college campus. From the above table, it has been found that the highest weighted average is 3.19 in respect of availability of transportation facility and the least weighted average is 2.82 in respect of the college campus.

Table-1.5: Level of Satisfaction of the Students in relation to the Promotional Mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9
1	Satisfied with the promotion strategy/methods	50	150	100	2	0	302	2.18

2	Regular update in the website	20	28	148	50	56	302	3.31
3	Timely update of information	30	20	120	100	32	302	3.38
4	Satisfied with the word of mouth advertisement	48	55	150	30	19	302	2.72

Source: Compiled from Questionnaire

The table-1.5 identifies that the weighted average of the response of students regarding the product mix of the college are 2.18, 3.31 ,3.28, 2.72 respectively for promotion strategy, regular update in website, timely updates of information and mouth advertisement. The above table shows that the highest weighted average is 3.31 in respect of Regular updates in website and the least weighted average is 2.18 in respect of promotion strategy of college

Table-1.6: Level of Satisfaction of the Students regarding People mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9
1	Teaching technique of teacher	20	49	111	57	45	302	3.05
2	Behaviour of the teaching staff	20	40	160	40	42	302	3.15
3	Behaviour of the office staff	10	50	100	102	40	302	3.37
4	Quick response to the problems of students	30	49	150	50	23	302	2.96

Source: Compiled from Questionnaire

In the table-1.6, the weighted average of the satisfaction of students regarding the People mix of the college are found to be 3.05, 3.15, 3.37, 2.96, 2.52 respectively for teaching techniques of faculty, behaviour of teaching staff, behaviour of office staff, quick response to the problems of student ,qualification of faculty. The highest weighted average is found at 3.37 in respect of behaviour of office staff and the least weighted average is 2.52 in respect of satisfied with the qualification of teachers.

Table-1.7: Level of Satisfaction of the Students regarding Process Mix of Nagaon GNDG Commerce College [N=302]

Sl. No.	Factors	Response in Numbers					Grand Total	Weighted Average
		NS (1)	SS (2)	S (3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9

1	Easy to register in different courses	2	50	200	30	20	302	3.05
2	Communication with the faculty	19	28	200	28	27	302	3.05
3	Communication with the office staff	20	32	150	50	48	302	3.22
4	Communication with the department	10	27	200	48	17	302	3.12

Source: Compiled from Questionnaire

The table-1.7 identifies that the weighted average of the response of students regarding the Process mix of the college are 3.05, 3.05, 3.22, 3.12 respectively for easiness to register in different courses, communication with the faculty, communications with the office staff, communication within the department. In the table, the highest weighted average is found to be 3.2 in respect of communication with office staff and the least weighted average is 3.05 in respect of both the easiness to register in different courses and communications with faculty.

Table-1.8: Level of Satisfaction of the Students regarding the Physical Evidence Mix of Nagaon GNDG Commerce College [N=302]

SL. No.	Factors	Response in numbers					Grand Total	Weighted Average
		NS(1)	SS(2)	S(3)	VS(4)	ES(5)		
1	2	3	4	5	6	7	8	9
1	Infrastructure of the college	100	150	20	10	22	302	2.01
2	Digital classroom of the college	200	20	60	10	12	302	1.72
3	Playground of the college	180	50	45	15	12	302	1.77
4	Availability of the park	100	50	100	30	22	302	2.42
5	Computers availability	150	100	50	2	0	302	1.68
6	Structure of the office room	30	80	158	18	6	302	2.54

Source: Compiled from Questionnaire

The table-1.8 shows the weighted average of the satisfaction of students regarding the Physical Evidence mix of the college for Infrastructure, digital class room, playground, park, computers, structure of office room are 2.01, 1.72, 1.77, 2.42, 1.68, and 2.54 respectively. The highest weighted average is found to be 2.54 in respect of structure of office room and the

least weighted average is 1.68 in respect of computers availability.

Findings

The findings are shown below in choronological order of the stated objectives of the study:

- In terms of Product Mix, the greatest weighted average is 3.39 in regards to the caliber of the teachers' services, while the lowest weighted average is 2.18 in regards to the college's brand name.
- The registration fee weighted average is the greatest at 3.71, and the college fines weighted average is the lowest at 2.67 in terms of Price Mix.
- The availability of transportation facilities for the Place Mix has the highest weighted average (3.19) while the college campus has the lowest weighted average (2.82).
- Regular website updates have the highest weighted average at 3.31 whereas college advertising strategies receive the lowest weighted average at 2.18.
- In terms of office staff behavior, the weighted average is 3.37 which is highest and in terms of teachers' qualifications, the weighted average is 2.52 which is lowest for People Mix.
- For Process Mix, the factor with the highest weighted average is communication with office personnel at 3.2 while the factor with the lowest weighted average is easy course registration and faculty communication at 3.05.
- Regarding the college's physical evidence mix, the office room structure has the highest weighted average (2.54) while the availability of computers has the lowest weighted average (1.68).

Conclusion

Students have evolved into a more distinct and crucial target market in recent years, underscoring the need for administrators to concentrate on college readiness to comprehend their requirements. Additionally, if colleges concentrate on detecting and understanding how students feel and respond to the services offered, they can modify their services to have a beneficial effect on how well students perceive the quality of the offered services. This situation might give the school a competitive edge, especially in terms of encouraging goodwill amongst present and prospective students.

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