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A STUDY ON STUDENTS SATISFACTION OF HIGHER EDUCATION INSTITUTIONS IN ERODE DISTRICT**U. VISALATCHI****RESEARCH SCHOLAR****TERF'S ACADEMY COLLEGE OF ARTS & SCIENCE****KOVILPALAYAMPUDUR****ABSTRACT**

In India, education industry is always crucial one to the growth and social development as a service industry. It is the third largest sector after the financial sector like banking and insurance industry. The present study carried out by the research is an empirical study in nature based on descriptive method. The study is based on the primary as well as the secondary data. As the study aims at identifying the student's satisfaction from a sample of 600 students from higher education providing more arts and science colleges in erode district. In the present study, primary data is used for the analysis purpose and the required primary data have been collected through survey method with structured questionnaire by convenient sampling technique. The researcher has used descriptive and exploratory techniques and the analyses made by some statistical tools and techniques such as descriptive analysis, ANOVA test and chi-square test. These analyses were used for prove the objectives of the present study. The study concludes that the undergraduate students are studying under this age group with new atmosphere after the school life. It results that the students have satisfaction and more attracted by the service quality of the college in Erode district.

KEYWORDS

ANOVA, chi-square, insurance industry, satisfaction, service quality.

1. INTRODUCTION

In India, service sector is mostly playing a significant role in the expansion of an economy. The education industry is always crucial one to the growth and social development as a service industry. It is the third largest sector after the financial sector like banking and insurance industry. It has larger number of students and educational institutions after the China and United States. The Indian economy is mostly based on the education system under the different category of secondary and higher education level. The higher education level is providing more impact on student's knowledge empowerment and development of the career. It is an educational level that follows an after the completion of a secondary education in school education. The higher education includes the undergraduate and postgraduate degree education as well as vocational and training. Most of the important courses are provided by various educational institutions like colleges, universities, and institutes of technology are the main institutions that providing higher education institutions. It has been conducting examinations and awarding of degrees certificates and diploma for qualified persons in that educational institutions.

The higher education services are conducted by the English as a primary language and it have a extensive academic tradition where academic liberty is respected. There are different types of educational institutions working with more responsibilities to provide services in diverse fields' namely engineering, medical, technical, arts and science under the wide policies and approaches of state and central government in India. From the government point of view, education is important for everyone in this world to upgrade their standard of living, to be able to deal with problems and challenges, to get good jobs, and overall to live fully as good and responsible citizens. Since the beginning of the 20th century, education has been not only about the collection of knowledge but also has emphasised the understanding of the value of knowledge, critical thinking, creativity, motivation, social and life skills. The classroom learning activities and extracurricular activities (ECAs) have come to play an important role for students. The education quality and activities are not only based on the education institutions infrastructure and its surroundings. The student satisfaction has become an important concept in higher education because students are paying higher tuition fees and increasingly seeing themselves as customers and because satisfaction is commonly used as an indicator of quality by quality assurance agencies and the compilers of rankings and league tables. Te researcher tries to understand the phenomenon for college students to change their preference from studying in colleges and universities in the affiliated select arts and science colleges in Erode District.

2. LITERATURE REVIEW

The reviews were collected from the national and international journals, books and various studies. The earlier studies which are related to the student's satisfaction of selected higher education institutions in Erode district.

Joyce et.al (2004) have explained about a study of the perceptions of teachers, program coordinators, and students on the adjustment and impact after two years of placing students identified through performance-based estimation. Implications include the need to follow students identified through non-traditional measures longitudinally to judge impact across the span of their years in school to assess overall schooling impacts.

Hongjiang Xu (2004) has explained about "Students' perceptions of university education – USA vs. China". This research presents a comparative study, US versus China, of students' perceptions toward higher education. In the global, competitive business environment, issues of globalization of education should not be overlooked. Global competitiveness encompasses educational systems and thus highlights to significance of quality education systems. The outcomes from the study reveal insights of the culture and systems' impact on students' perceptions of higher education.

Struyven et. al. (2005) had examined a report on "Students' perceptions about evaluation and assessment in higher education: a review". In educational contexts, understanding the student's learning must take account of the student's construction of reality. Reality as experienced by the student had an important additional value. Findings suggest that students hold strong views about different assessment and evaluation formats.

David & Olakulehin (2006) have explained about "Attitudes and Perceptions of Students to Open and Distance Learning in Nigeria", National Open University of Nigeria focuses mainly on open and distance teaching and learning system, and delivers its courses materials via print in combination with information and communication technology (ICT), when applicable. The study had showed that students generally have a positive perception and attitude towards ODL, compared to traditional forms of higher education.

3. STATEMENT OF THE PROBLEM

Now a day's education industry has been developed by the innovative concepts and technological impact. Consequently, measures of quality in higher education often focus on areas that contribute to institutional prestige and national stature like test scores of incoming first year students, the level of research expenditures, and the number of national academy faculty and national student scholars. Many of these institutional measures of quality may be of limited importance to students. The researcher concentrates on the rapid growth of higher educational service in Indian context, which led to the changing landscape of higher education in Tamil Nadu also. On the other hand, the researches done in developing countries regarding the students satisfaction on service quality are generally focus on the students in more private institutions and universities and not the ones in some other arts and science colleges in selected region of Tamil Nadu. The students are facing more problems and getting more advantages from their educational institutions. So, the present study analysed about the students' satisfaction in their higher education institution like select arts and science excluding other technical related colleges in Erode district.

4. OBJECTIVES OF THE STUDY

The objectives of the present study are:

1. To show the demographic variables of the sample respondents.
2. To analyze the student's satisfaction level towards the affiliated colleges in Erode District.
3. To study the changes and influences of students satisfaction on quality services of colleges.

5. SCOPE OF THE STUDY

The Higher Education Industries are experiencing mounting student's expectation every day. Competition is becoming and the liberalization policy is accelerating at a phenomenal rate. This situation necessitates studying the new trends and assessing reposed of the students to these new situations, failing which, the higher education industries will themselves be lost in the present scenario. It is expected that the outlet of this study and will provide sufficient feedback about satisfaction to improve the service quality of higher Education Industries. Hence, this research study helps to distinguish the benefits of the students of the higher education institutions in Erode.

6. METHODOLOGY

The present study carried out by the research is an empirical study in nature based on descriptive method. The study is based on the primary as well as the secondary data. As the study aims at identifying the service gap between the perception and expectation of the Arts and Science students a sample of 600 students from more arts and science colleges in erode district. In the present study, both primary data were used for the analysis purpose. The required primary data have been collected through survey method with structured questionnaire. A questionnaire was developed by the researcher for collecting data regarding factors of student's satisfaction on educational institutions in the study area. In the present study, the researcher has selected higher education services providing arts and science students by convenient sampling technique for the purpose of analysing the student's satisfactions. The present study has made data processing with the help of the computer and used IBM SPSS 19.0 package for the research purpose. The researcher has used descriptive and exploratory techniques and the analyses made by some statistical tools and techniques such as descriptive analysis, ANOVA test and chi-square test. These analyses were used for prove the objectives of the present study.

7. ANALYSIS AND INTERPRETATION

The educational institutions are essentially providing more quality services to the students. The descriptive techniques have employed to provide the demographic variables of the students as sample respondents in the study. The researcher has analysed satisfaction level towards the quality services of educational institutions in erode district.

TABLE 1: DEMOGRAPHIC PROFILE OF THE SAMPLE RESPONDENTS

Variables	Particulars	Frequency	Percentage
Age	Below 18 years	102	17.00
	18-20 years	248	41.30
	21-23 years	232	38.70
	Above 23 years	18	3.00
Gender	Male	330	55.00
	Female	270	45.00
College Type	Aided	426	71.00
	Unaided	162	27.00
	Government	12	2.00
Type of Course	UG Course	340	56.70
	PG Course	248	41.30
	Professional Course	12	2.00
Monthly Family Income	Below Rs.10,000	220	36.70
	Rs.10,001-15,000	238	39.70
	Rs.15,001-20,000	100	16.70
	Above Rs.20,000	42	7.00
Source of Awareness about College	Through Internet	18	3.00
	Friends and relatives	375	62.50
	Advertisements	60	10.00
	Personal Interest	147	24.50
Satisfaction Level of the Students	Fair	78	13.00
	Good	439	73.20
	Excellent	83	13.80
Total		600	100.00

Source: Primary Data

The above table-1 reveals that the demographic profile of the sample respondents in the present study. The result indicates that the 18-20 years age category students who have highly studying in the higher educational institutions. There are mostly the male respondents in this present study. In this study, the most of the students from the aided colleges and other from unaided colleges. The students who are mostly from the family income group of Rs.10,001-Rs.15,000. The source of awareness about the colleges was their friends and relatives of the respondents. The sample respondents are jointly to going with their friends to put admissions in the colleges. The respondents have good satisfaction level in the present study area of the researcher. The overall results male students prefer the aided colleges with the awareness and information from their friends and relatives.

TABLE 2: ANOVA – CHANGES IN SATISFACTION LEVEL ON HIGHER EDUCATION INSTITUTIONS IN ERODE DISTRICT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6772.676	2	3386.338	18.195	.000
Within Groups	111111.718	597	186.117		
Total	117884.393	599			

Source: Calculated Value

The above ANOVA table-2 indicates that the higher education institution services are significant and it providing more changes in the satisfaction level of the students in Erode district. The higher education institution services are effective one to study environment in the study area. The arts and science college services are satisfying the expectations of the whole students in Erode District.

TABLE 3: CHI-SQUARE TEST - INFLUENCING FACTOR OF THE HIGHER EDUCATION INSTITUTION IN ERODE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.311	4	0.000
Likelihood Ratio	14.191	4	0.000
Linear-by-Linear Association	8.398	1	0.001
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.60.

In order to find out the influence of various factors relating to the sample respondents on their satisfaction that has been offered by the higher education institutions. The above chi-square (I) test table-3 shows that a significant difference between the expected frequencies and the observed frequencies in one or more categories. The calculated chi-square value is 15.311 with degrees of freedom of 4 variables. The significance value is 0.000 and the result of the Chi-square test indicates that a factor such as satisfaction of the respondents is significantly influences the satisfaction of the students by the educational institutions in Erode District.

8. LIMITATIONS OF THE STUDY

The limitations of the present study are:

1. The study is carried out only in the Erode District. Thus, its findings cannot be generalized to other cities due to nature of the environment.
2. The study was limited to a few variables related to higher education service quality and factors towards student's satisfaction.
3. The analysis tools and techniques have its own limitations to provide accurate results in the study.

9. CONCLUSION

Higher Education Service is important segment to built up the student's capacity enhancement. It is the third stage of educational services after the primary and secondary education in school environment. The Erode District is an industry based developing area and it has more educational institutions like engineering, technical education institutions and more arts and science colleges. From these educational institutions, the arts and science colleges are contains more students and providing extensive services to their students. The student's behaviour and expectations are vary from their perception towards their interest and goal. Hence, the present study facilitates to discover the service quality of teachers and the factors that affect the students' satisfaction with higher education providing select arts and science colleges in the Erode District of Tamil Nadu state. It is an attempt in this research, which the factors affects the decision of the choice in the select educational institutions and perceived value of the students about the service quality of the higher education service in its. The present study will be helpful to draw up a further actions and changes for improving student's satisfaction in colleges and increase performance of the higher education services with teacher's quality education service. The student satisfaction is important because it provides education institution owners with a metric that they can use to manage and improve their educational institutions. The higher education service is always unique in the erode district. This sector has traditionally been dominated by some other universities. The student's satisfaction level was good towards higher education institutions services in Erode. The analysis result is consistent and the student's satisfaction on the service quality of the college is significant in the present study. The undergraduate students are studying under this age group with new atmosphere after the school life. It results that the students have more attracted by the service quality of the college in Erode district.

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