

STUDENT SATISFACTION INDEX (SSI)

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Students' satisfaction Index

In the 21st century we observe the growth in all the sectors and also in the field of education. People /customers are demanding high quality services and the supplier has to think of supplying quality product to satisfy the consumer. Students are direct receivers and participators for the higher education services. Our country is becoming a global supplier of intellectual manpower. There is great demand for education. By demand and supply rule many new colleges are established. But by the rule of survival of the fittest, the survival of the educational institutes depends on the quality of the education given, infrastructural facilities provided, available resources, extracurricular activities conducted in the college. As the younger generation are the torch-bearers of the century, their aspiration in the knowledge and information and communication technology (ICT) have to be fulfilled by the emerging institutions of higher learning. The students are also aware of the fast changing horizons of knowledge and to cope with the same, they have some expectations from the educational institutions. Hence it is essential to think of students' satisfaction Index by studying the facilities provided, efforts taken for students' activities up to their satisfaction. In this article, we will consider all the factors to be considered in establishing students' satisfaction model. The procedure for building a Student Satisfaction Index (SSI) are also described.

The student satisfaction survey is to be designed with comprehensive data of student experiences while studying at the institution. The goal is to determine the importance of a variety of issues and the satisfaction level related to those issues. This paper provides an insight on student satisfaction in a Higher Education Institute (HEI). Students' opinions about the factors related to academic life are required in the form of a satisfaction feedback questionnaire. This survey should aim to investigate issues viewed as important to students by seeking their opinion on a number of factors related to teaching, assessment and infrastructure provided by the HEI. The reasons for collecting student feedback are:

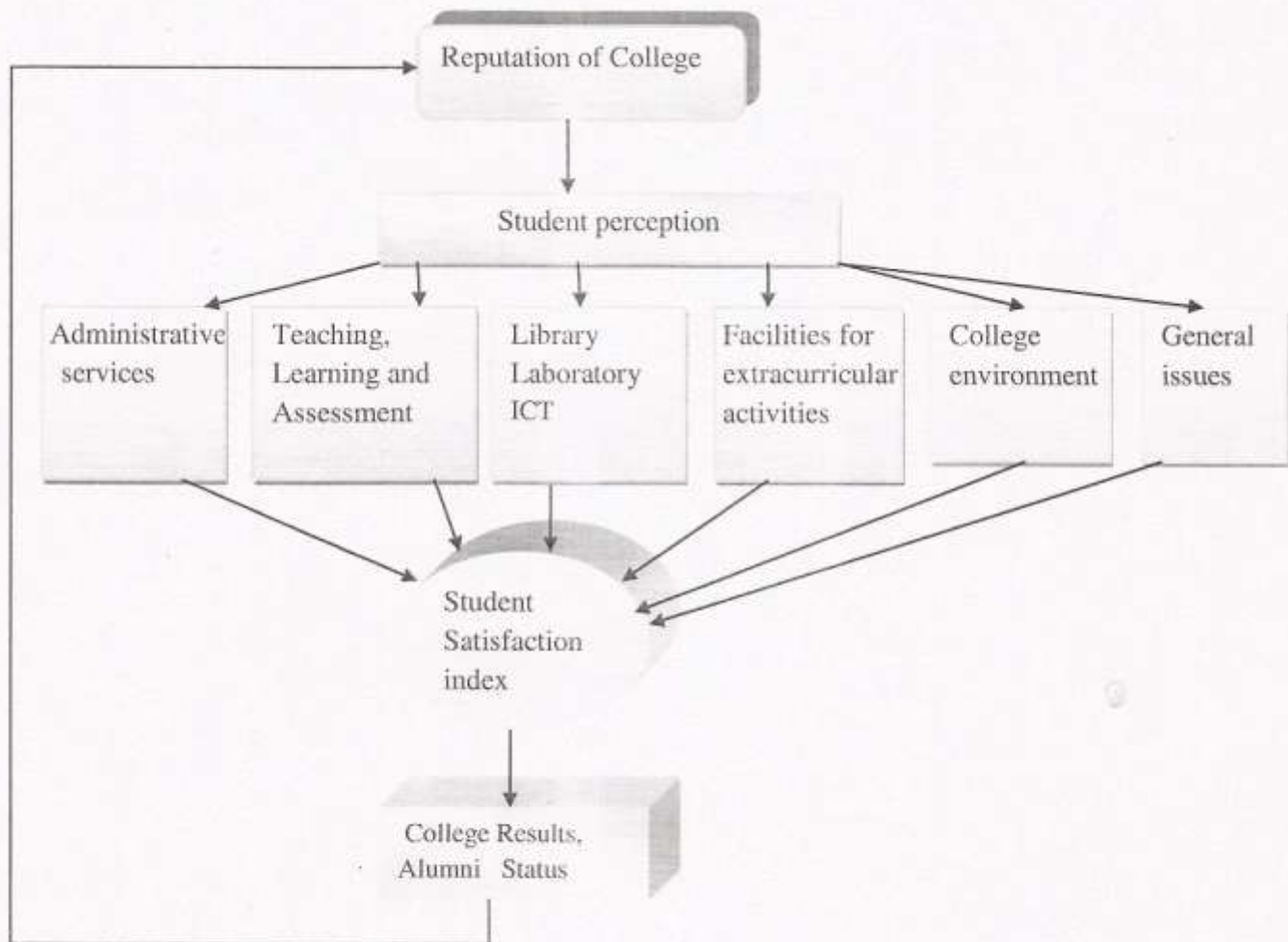
- ✓ to provide students the opportunity to give their opinion on their courses
- ✓ to encourage students' expression on their learning;
- ✓ to provide students with an opportunity to state their level of satisfaction with their academic experience.
- ✓ to allow institutions to set benchmark and to provide indicators that will contribute to the reputation of the Institute in the marketplace

The students' satisfaction survey is one way to get students' views on their academic experience and contribute what they considered as their values and what they thought of as important in an educational experience.

Students' survey contains important signals from our customers who expect high quality service and sometimes unfortunately do not get it. A collection of students' view on their learning experiences reveals good information and helps us to measure student satisfaction in HEI.

Based on the students' satisfaction survey, the six elements which can be used in calculation of the SSI are Administrative services, teaching, learning and assessment; resource centre services (Library, Laboratories ICT facility), Facilities for extracurricular activities, College environment and General issues. For these six factors weights can be assigned and by using weighted average Index can be calculated.

All these six elements are to be weighted according to the importance. Weights are to be assigned on the basis of the feedback from the students. These weights may change in the future due to changes in students' priorities. The SSI reflects the success of the institution in satisfying students' expectations. Therefore HEIs would like to improve their level of student satisfaction and should focus their impact on the administration, other essential services and should not neglect the services that could be called peripheral, such as infrastructure. Students mainly enroll themselves for higher education and hence more important aspect is teaching and learning. Therefore teachers must update their knowledge and have to adopt new teaching aids. College administration has to introduce new courses as per the demand in the global market and has to reconstruct the infrastructure according to the need. Due to the changing nature of the HEIs college administrators have to apply the customer-oriented principles which are used by profit-making institutions. SSI will also help in improving the Reputation of HEI.



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