
STUDENT SATISFACTION SURVEY ON TEACHING LEARNING PROCESS IN SELECTED KALYAN –DOMBIVLI COLLEGES

Dr. Adhir V. Ambavane

Associate Professor, K.E.T's V.G. Vaze College of Arts, Science & Commerce, Mulund, Mumbai-400 081.

Email: dr.adhirambavane@gmail.com

ABSTRACT

Today student satisfaction has never been considered as an important issue by educational authorities further it is also not considered as a matter of survival by higher education institutions. Hence the impact of educational services provided by colleges on the satisfaction level of its students has largely remained unexplored.

This study measures the level of student satisfaction in teaching & learning. The observational study was conducted at colleges in Kalyan – Dombivli area. This study was undertaken in November 2024. General survey is conducted with the help of well-structured questionnaire through random sampling of 90 undergraduate students of commerce faculty. It also suggests few measures to improve service quality to increase student satisfaction.

Keywords: *Students' Satisfaction, higher education, teaching & learning.*

INTRODUCTION:

Education is backbone of economic growth. A college is an institution of higher education which grants academic degrees in a variety of subjects at all levels. Students are customers of college. Student satisfaction plays a crucial role for the success of a college. Measuring satisfaction provides an indication of how successful the college is at providing products and/or services to the marketplace.

According to empirical study students who have positive view of college are better motivated and achieve more than their ability level as compared to the students who are not satisfied with their college education. Students hold valuable insight into the success of their college operations and it is essential that their opinions be considered in developing, implementing, and sustaining a high-quality education for current and future generations of students.

The measurement of student satisfaction can be useful to help educational authorities to identify their strengths and to determine areas for improvement. A satisfaction rating is beyond teaching assessments. It also includes broader aspects of the student learning experience.

REVIEW OF LITERATURE:

Assessing quality of higher education has always been challenge. There are a several definitions regarding to the concept of satisfaction in the services and marketing literature. It is the quality principle that measures student perceptions and achievement as the most important predictors of lifelong learning.

Huang viewed that Students are the “customers” of a university”.

But Waugh (2002) suggested that viewing students as customers created some tensions in universities seem to be too aligned with business.

According to Hill (From service marketing literature) customers are thought to be satisfied when the quality of service they receive matches or exceeds their expectations.

According to Mark, in higher education, student satisfaction occurs when perceived performance meets or exceeds the students' expectations

According to Mukhtar, U., Anwar, S., Ahmed, U. & Baloch, student satisfaction can be defined as a function of relative level of experiences and perceived performance about educational service

According to Wilkins & Balakrishnan identified quality of lecturers, quality of physical facilities and effective use of technology as key determinant factors of student satisfaction.

According to Wright and O'Neill, as students evaluate service quality, they typically cannot help but compare the performance they experience with the performance they expected

PROBLEM STATEMENT:

Teachers play pivotal role in higher education. When proficient teachers offer quality education then learning outcomes of students will be good. Hence student satisfaction survey is an important component for up

gradation higher education. There are many commerce colleges in Kalyan - Dombivli area which are affiliated to Mumbai University. In most of the institutions student satisfaction has never been considered as an important issue by educational authorities further it is also not considered as a matter of survival by higher education institutions. Hence the impact of educational services provided by colleges on its students' satisfaction has largely remained unknown.

OBJECTIVES OF THE STUDY:

1. To assess students' satisfaction toward teaching & learning.
2. To identify the factors that contributes to student satisfaction.
3. To suggest measures to serve the students more effectively in future.

LIMITATION OF THE STUDY:

1. This study is only limited to commerce colleges in Kalyan –Dombivli Area.
2. Some respondents failed to give appropriate answers. Some questionnaires were returned incomplete and these were not considered for analysis.
3. The sample size of the study is limited to 90 not the entire student community of the colleges in Kalyan-Dombivli area. Hence it needs further validation before it can be accepted on a larger scale.

RESEARCH METHODOLOGY:

Research Methodology is the process of systematic investigation of any management problem it deals with research design, data collection method, sampling plan, sampling method. Research means a scientific and systematic search for pertinent information on a specific topic. Methodology is defined as the study of methods by which we gain knowledge; it deals with cognitive processes imposed on research to the problem arising from the nature of its subject matter.

The research Methodology was descriptive and analytical method of research. The study is of indicative in nature. The method of analysis was conducted by having application of averages.

Universe	Kalyan- Dombivli Area
Sample size	90 respondents from commerce colleges in Kalyan- Dombivli Region.
Sampling method	Convenience & Snowball Sampling
Data source	Primary and Secondary Data
Method of data collection	Pre-structured questionnaire
Research Approach	Survey
Tools to analyze data	Averages & percentages

Table 1: Analysis of Responses of Students Questionnaire

Sr. No	Statements					
		S.Agree	Agree	N.AgreeN. Disagree	Disagree	Disagree
1	Teachers & Admin staff are polite & courteous	9(10)	12(13.33)	15(16.67)	32(35.55)	22(24.44)
2	Full syllabus is covered in the class.	11(12.22)	13(14.44)	13(14.44)	33(36.67)	20(22.22)
3	Classes are well prepared & organized	15(16.67)	18(20)	13(14.44)	26(28.89)	18(20)
4	Teachers have good teaching & communication skills.	11(12.22)	14(15.56)	18(20)	27(30)	20(22.22)
5	Teachers illustrate the concepts through examples & illustration	8(8.89)	16(17.78)	18(20)	32(35.55)	16(17.78)
6	Use of student centric methods	12(13.33)	13(14.44)	24(26.67)	24(26.67)	17(18.89)
7	Takes active interest in promoting internship, student exchange, field visit opportunities for students	2(2.22)	4(4.44)	12(13.33)	48(53.34)	24(26.67)
8	Use ICT tools such as LCD projector, Multimedia, etc. while teaching.	14(15.56)	12(13.33)	9(10)	32(35.56)	23(25.55)

9	Efforts to inculcate soft skills, life skills and employability	13(14.44)	6(6.67)	18(20)	29(32.22)	24(26.67)
10	Encouragement to participate in extracurricular activities	16(17.78)	18(20)	7(7.78)	28(31.11)	21(23.33)
11	Clear student complaint & grievance process	9(10)	10(11.11)	16(17.78)	32(35.56)	23(25.55)
12	There good rapport between teachers & students.	14(15.56)	12(13.33)	9(10)	37(41.11)	18(20)
13	I would recommend this college to others	7(7.78)	19(21.11)	6(6.67)	37(41.11)	21(23.33)

Source: Compiled from the primary data

Analysis & Interpretation:

Table 2: Gender based distribution

Gender	Frequency	Percentage
Male	37	41.11
Female	53	58.89

Figure:1

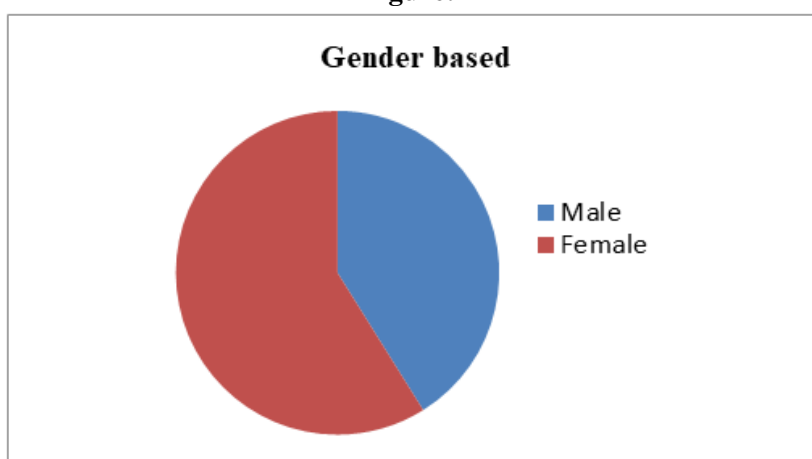
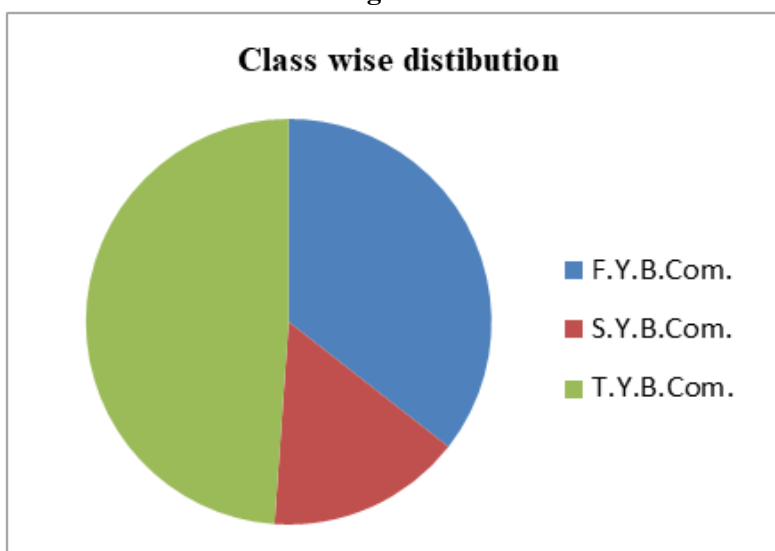


Table3: Class based distribution

Class	Frequency	Percentage
F.Y.B.Com.	32	35.56
S.Y.B.Com.	14	15.56
T.Y.B.Com.	44	48.88

Figure: 2



The survey was carried out to assess teaching learning quality at colleges in Kalyan –Dombivli area. The finding indicates that student in general had negative impression about teaching & learning in such colleges.

1. In this study 41.11% respondents are male and 58.89% respondents are female.
2. In this study 35.56% respondents are from first year B.Com; 15.56 respondents are from second year B.Com. and 48.88 % respondents are from third year B.Com.
3. Out of 90 respondent majority of students' i.e., 59.99% opined that teaching & admin staff are not polite and courteous.
4. Out of 90 respondent majority of students' i.e., 58.89% informed that full syllabus is not completed in classes.
5. Out of 90 respondent majority of students' i.e., 48.89% viewed that classes are not properly prepared & organized whereas 14.44 % students are neutral.
6. Out of 90 respondent majority of students' i.e., 52.22% put forward that teachers do not have good teaching & communication skills.
7. Out of 90 respondent majority of students' i.e., 53.33 % expressed that teachers do not illustrate the concepts through examples & graphic presentation.
8. Out of 90 respondent majority of students' i.e., 45.56 % viewed that student centric method of teaching is not observed whereas 26.67% students are neutral in this issue.
9. Out of 90 respondent majority of students' i.e., 80.01% viewed that teachers do not take any initiative & interest in promoting internship, student exchange program and field visits for them.
10. Out of 90 respondent majority of students' i.e., 61.11% said that ICT tools are not used for teaching in the classrooms.
11. Out of 90 respondent majority of students' i.e., 58.89% informed that no special efforts are taken for developing soft skills, life skills & employability skills.
12. Out of 90 respondent majority of students' i.e., 54.44% stated that there is no encouragement by teachers to participate in extracurricular activities.
13. Out of 90 respondent majority of students' i.e., 71.11% believed that they do not have clarity regarding complaint & grievance handling procedure.
14. Out of 90 respondent majority of students' i.e., 61.11% declared that there is no good rapport between teachers & students. They were unable to get personal attention from teachers in the class due to high teacher student ratio.
15. Out of 90 respondent majority of students' i.e., 64.44 % opined that they would not like to recommend their college to others.

SUGGESTIONS:

Universities and colleges world-wide are now competing for students both nationally and internationally. To attract and retain students, efforts must be taken to increase student satisfaction & reduce their dissatisfaction. Hence all academic services should be excellent.

1. Every college must conduct regular annual survey on student satisfaction for all undergraduates & master degree students and accordingly service offering should be adapted.
2. The survey should focus on many factors that contribute to student satisfaction such as courtesy of staff, syllabus coverage, teaching skills, student centric methods etc.
3. Introduce interactive teaching techniques like case studies, role-plays, and group discussions & also incorporate digital tools like smart boards, interactive presentations for better engagement of the students. Teachers should be trained to use smart classrooms effectively to upgrade their performance.
4. Conduct regular student-faculty meetings to address academic and non-academic issues. Also provide feedback systems that allow students to anonymously express their concerns.
5. Align course content with industry trends to improve relevance also integrate practical exposure such as internships, workshops, and industrial visits.

6. Encourage & promote student centric teaching methods & teaching with sense of humor, mnemonic words etc. Invest in e-learning platforms, learning management systems (LMS), and virtual labs multimedia.
7. Introduce more skill based short courses in the college for increasing employability of the students & provide digital literacy programs to enhance students' tech skills.
8. Develop mentorship programs to create stronger faculty-student bonding. Also establish dedicated support centers for career guidance and placement assistance

CONCLUSION:

Overall results reveal that large number of students is dissatisfied with the present teaching learning at the colleges in Kalyan- Dombivli area. To achieve Students satisfaction, universities & colleges should measure it because according to Peter Drucker, you cannot manage something that you cannot measure it. This study highlights that effective teaching methods, supportive faculty, and improved infrastructure are key to enhancing student satisfaction in Kalyan-Dombivli colleges. By adopting interactive learning strategies, strengthening feedback mechanisms, and integrating modern technology, colleges can create a more engaging and fulfilling academic environment. Implementing these improvements will help colleges better meet student expectations and enhance overall educational outcomes.

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