"A Study of facility provided and student satisfaction of Rai University – Ahmedabad"

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Abstract - *The quality of service plays a very significant role in determining the satisfaction level of the customers. In education system, the main stakeholder is student and the satisfaction of students is very important for attaining high standards of education and creating good image of any education institutions. The main objective of this research paper focuses on the concepts of service quality and level of student's satisfaction. The researchers have found that most of the student s are satisfied with the services provided by university.*

Index Terms - Facilities, student satisfaction, Rai University, Ahmedabad, infrastructure, library resources, laboratory facilities, sports amenities.

I. INTRODUCTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty.

II. LITERATURE SURVEY

➢ **Dignesh S Panchasara at al (2022)** Identified the gap between student satisfaction and student expectation. Researchers have selected self-finance colleges of Anand. In this SERVQUAL model was using researchers have collected 135 responses are analyzed. The collected primary data have analyzed with the help of SPSS. Responsiveness variable is most improving the level of satisfaction of students.

➢ **Gisle solvoll at al (2015)** This paper aims to explore the influence of higher education institution facilities on overall student satisfaction and to identify the distinct facilities that most strongly influence student overall satisfaction with HEL facilities.

➢ **Moodliar and Govender (2021)** aimed to explore the satisfaction level of students based on SERVQUAL model. They have adopted a descriptive design and quantitative approach to conduct this survey, using the validated SERVQUAL instrument. They have found that most concern dimension among the students is Responsiveness and Reliability.

➢ **Viet Van Vo (2021)** examined the effect of service quality dimensions on satisfaction and loyalty of students using HEdPERF model. With the help of convenience sampling techniques, 1825 respondents were voluntarily participated in this study. Nine hypotheses are framed and tested with Structural Equation Model analysis. The analysis revealed that satisfaction of students was significantly affected by academic, access and administrative.

➢ **Sheikh and Ahmed (2016)** in their research article "Contribution of Service Quality Dimensions towards Students' Satisfaction: A Higher Education Context', examined students' satisfaction as dependent variable they measured service quality with SERVEQUAL, model. Students were asked to answer questions about their expectations and their perceptions.

III.RESEARCH METHODOLOGY

Objective

➢ To identify the relationship between Demographic variables and satisfaction of Students of rai university.

Variables

➢ **Independent:** Facilities provided by the university

➢ **Dependent:** Student Satisfaction

Data

➢ **Primary data:** The primary data has been collected from the student of rai university-Ahmedabad.

➢ **Secondary data:** This data is collected from various published sources on the internet.

Sample Design

➢ The data in this paper has been collected from the student of rai university in Ahmedabad.

Sample Size

➢ The data is collected from 80 student of the rai university.

Tool for data collection

➢ A mailed questionnaire as well as personal interview is used to collect the data.

Statistical Technique

➢ One Sample t-test has been used to find the gap between the facility provided by the university and the student satisfaction.

IV.Data analysis

Reliability test

Reliability Statistics

Cronbach's Alpha	N of Items
.851	4

The acceptable reliability results are 0.7 or above, here the variables of the study are reliable because the result is 0.851.

Hypothesis Testing

H01: There is no significant gap between the facilities provided by the university and the student satisfaction.

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
environment in university	-9.293	79	.000	-.78750	-.9562	-.6188
teaching quality of our programmed	-8.131	79	.000	-.68750	-.8558	-.5192
library facility in university	-8.264	79	.000	-.78750	-.9772	-.5978
rate the hostel facility provided by the university	-5.434	77	.000	-.51282	-.7007	-.3249

Interpretation: As this significant value of the variable is 0.000 which is less than the p value of 0.05, shows that the null hypothesis is rejected and H1 is accepted. Based on the results of the t-test for the hypothesis that is a significant relation between service provided by university and student satisfaction.

V. Findings

- Among the respondents 69% were males, and 31% were female.

- About 48.8% of the respondents were aged between 21 to 23 years of age, 38% of the them were between below 20 years of age, 12.4% of the 24 to 26 years and 1% of the 27 year & above.

- The students enrolled in different departments are 18.6% management, 16.3% science, 4.7% law, 27.9% pharmacy, 15.5% engineering, 12.4% IT, 3.9% arts, 0.8% B.com have respondent.

- About the environment the campus is 21.1% excellent, 58.6% good, 16.4% fair and 3.9% poor.

- About teaching quality, the percentage is 11.6% excellent, 66.7% good, 16.3% fair and 5.4% poor.

- About library facility responses were 60.5% good, 19.4% excellent, 14.7% fair and 5.4% poor.

- About hostel facility responses were 11% excellent, 59.1% good, 22% fair and 7.9% is poor.

VI.   Suggestion

- The university should regularly or weekly should have a teachers and student interaction or student and HOD or principal interaction, so that the student can addressed their problem and can be solved soon.

- The university can have their own website for library so that the student can easily find and know about the book present in library.

VII. Limitation

- The researcher had collected the primary data from Rai University Ahmedabad. Hence, it would not be appropriate to generalize the results as representation of the rai university and fit for the entire population.

- The research design and sample size used in the research may limit the findings of the study.

VIII. CONCLUSIONS

- This study provided a gap between expectation of stakeholders and actual performance of rai universities. This study identifies various factors that affecting the satisfaction. Survival of any educational institutes is depending upon students. Hence, the positive word of mouth of students can be a good strategy to attract a greater number of students.

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- The data analysis has reveals that there is a positive gap between expectations of students and performance of rai universities. That means, the expectation is greater than the actual performance. The study also found that all the students are satisfied with service quality provided by the rai universities. The data analysis also shows positive correlation between all the dimensions of SERVOUAL model and satisfaction of selected students.

- The demographic profile (such as age group, occupation, family type, caste, family income, academic qualification and semester) of the students is positively affecting the satisfaction.

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