

An Empirical Study on the Students' Role as the Consumers of a Private University and the Critical Dimensions towards their Level of Satisfaction

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Abstract

Customer satisfaction is one of the most important elements in ensuring the stability of revenue and profit to any organization. Customer satisfaction has also been scrutinized from many angles and numerous researches conducted to determine the driving force behind customer satisfaction. Students are the customers of universities but they differ fundamentally from the other customers due to several factors, such as freedom of choice, responsibility in paying the price or requirements to prove merit and eligibility. Thus, students are categorized as the internal customers of a university. This study looks at a private university students' level of customer satisfaction, receiving the services rendered by various units within the university. A total of 261 respondents took part in this study ranging from students of Foundation level to Bachelor Degree level, who had to deal directly with the units and facilities provided by the university. Data were analyzed by way of mean scores to determine the students' level of satisfaction and the result revealed that the tangibility dimensions of the customer services has the highest score while responsiveness has the lowest score on the students' satisfaction level .

Keywords: customer satisfaction, customer satisfaction dimensions, internal customers

Introduction

In identifying the customer of an educational institution, one must investigate the differences between external customers and internal customers. External customers are the customers who purchase an organization's products or services, whereby internal customers are the customers who require the certain services of the organization for themselves as an employee of for the unit they are accountable of.

The general assumption of the customer of a higher institution are the students but Sirvanci (1996) clearly indicated the differences between a student and a customer. Although students are the paying customers of an institution, the fundamental differences highlighted make it more complicated. Thus, the true category for the students must be determined.

In order to ensure a high level of customer satisfaction and improve the quality of service to them, there is a need to analyze and focus on areas that influence customer satisfaction.

OBJECTIVE OF THE STUDY

The study was conducted to measure the level of satisfaction of the students of a private university, with regards the institution's services and facilities by using the five dimensions of customer satisfaction.

