

## **A STUDY ON THE IMPACT OF STUDENTS OVERALL EXPERIENCE ON SERVICE QUALITY AND LOYALTY WITH REFERENCE TO UNIVERSITIES IN HYDERABAD**

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### **ABSTRACT**

Universities and other higher education institutions' main clients are students. Universities must now deliver an overall experience that is of a high standard and meet the requirements and expectations of the stakeholders, particularly the students and the parents, in order to compete in the fiercely competitive market. This study was designed as an effort to ascertain the relationship between the aspects of the quality of the student experience, including service result quality, interaction quality, and peer-to-peer interaction quality, and the overall quality and loyalty of the student experience. The findings showed that there is a strong positive link between each of these aspects. Higher education institutions must acknowledge the significance of these factors in retaining students and fostering their commitment to the institution.

### **INTRODUCTION**

The advancement of a community, a nation, and civilization as a whole depends on education. Currently, the global education market is about \$1 trillion. Universities are expanding their influence across national and physical boundaries as a result of globalization. One of the twelve service sectors listed by the World Trade Organization is "Education Services." More than at any other time in human history, a country's development

today rests on the caliber of its higher education system. People with the necessary skill set and a greater capacity for learning have limitless prospects for previously unheard-of economic fulfilment. Universities are currently aggressively recruiting students and employing a number of marketing techniques to promote their programs.

### **Service Excellence**

The idea that "service quality" is one of the keys to gaining an edge over rivals and steering institutions towards a market-driven system has recently received relevant recognition in the educational arena. In today's fiercely competitive world, maintaining an institution's position and being the market leader, both depend more and more on service quality. Researchers from all around the world have unequivocally proven that providing clients with high-quality services results in a durable competitive advantage.

### **Student pride and Loyalty**

When one's requirements and wants are sufficiently met, one feels satisfied, which is a happy sensation. When a performance or an outcome meets one's expectations, one is said to be in this state of mind. A student's level of happiness at the university affects both how much they enjoy their time there and how well they perform academically. Their grades, engagement in classes, rapport with professors, attendance, and employability are all, to some extent, dependent on how much they relished and engaged in their time at the university.

As a result, student happiness is crucial for enhancing the institution's culture as well as having a significant influence on a university's status in the world market. Additionally, alumni have the ability to be the best spokespeople for an institution, so if graduates had a bad experience or are reluctant to recommend their university, this presents an unfavorable picture to new students.

Students' loyalty is a crucial indicator of the performance of higher education institutions, which primarily strive to keep students on campus until graduation and then draw them back. These days, student satisfaction and loyalty have taken on a prominent role in university endeavors to develop student recruitment plans.

### **Thuy Thanh Thi DOAN (2021)**

Numerous studies on service quality in higher education have been conducted recently, but they have mostly disregarded the impact that service quality and sustainable practices have on student loyalty. This study examines how service quality influences student loyalty and how student happiness and institution sustainability policies buffer the link between service quality and loyalty.

In order to understand how student happiness and loyalty are impacted by university sustainability practises, the study discusses Vietnamese public institutions. Data was gathered using an online structured questionnaire

using a quantitative technique. 278 students from Ho Chi Minh City's public colleges in Vietnam were surveyed for their opinions. The PLS-SEM method is used to investigate the relationships between the components in structural equation modelling. The findings demonstrate that service quality significantly influences student happiness, student loyalty, and university sustainability practices. The association between service quality and customer loyalty is also moderated by university sustainability initiatives and student happiness. The author's results show how universities may boost student happiness and loyalty by including service quality and sustainability practices into their strategy.

**\*Djafri Fares<sup>1</sup>, Meguellati Achour, 2 Omar Kachkar(2013),**

This study looks at how the International Islamic University Malaysia (IIUM)'s service quality, student happiness, university reputation, and student loyalty are related. By highlighting the role of customer happiness, service excellence, and brand perception in fostering student loyalty to IIUM, this study intends to advance our knowledge of student loyalty. 160 students who were enrolled in IIUM courses for the academic year 2012–2013 were randomly chosen for data collection. Descriptive analysis, reliability analysis, exploratory factor analysis (EFA), correlation analysis, and regression analysis are all types of data analysis. The dependability of the data was acceptable high. According to the findings, each independent variable significantly affects student loyalty. The three theories were all confirmed. By assessing several areas of service quality, brand image, and student happiness in IIUM, this study is intended to help institutions of higher education find changes in the service delivery process.

**María-Jesús Martínez-Argüelles and Josep-Maria Batalla-Busquets(2016),**

This study looks at how a completely online university's student perceived quality of service (PSQ) affects students' intentions to continue taking courses there and their readiness to recommend them. The university's services are seen from a comprehensive angle. The impact of the administrative services, supplemental services, and virtual learning environment (user interface) are also assessed in addition to the teachings. We discovered that each of these services had a substantial influence on the students' PSQ, their level of satisfaction, and, as a result, their loyalty and desire to recommend the institution through a survey that was completed by 1,870 students and the following analysis using structural equations.

According to the study, the perceived quality of administrative services might affect student happiness more than other services do. PSQ has been found to have an immediate effect on student loyalty and referrals.

Additionally, nonteaching services as a whole have a bigger effect on loyalty and readiness to refer people than teaching services.

It is generally recognized that the process of providing educational services in a virtual environment has several unique characteristics, including the lack of in-person interactions between students and teachers and the absence of traditional physical components that serve as standards for service quality.

The connection between the constructs of service quality, contentment, loyalty, and desire to suggest the service in an offline setting that has been established in the literature may also be seen in this context.

The interrelationship of the components reveals itself to be more intricate and linked than has been previously taken into consideration in academic literature. The survey's findings are pertinent to system worries about quality control and sustainability, both of which are becoming more significant in today's competitive postsecondary education climate.

## RESEARCH METHODOLOGY

Problem statement: the purpose of the study is to understand that a better experience by students in university will lead to satisfaction and intern satisfied students will be loyal to the universities.

Research Type: Descriptive in nature

Research Design: Qualitative

Dependent Variable: student satisfaction and students' loyalty

Independent variable: all factors which which lead to students satisfaction

Period of the study: the study is for a period of 3 months.

Scope of the study: For the purpose of study the focus was only students who are studying under JNTHU and Osmania were considered. The focus of the topic was only student loyalty towards the university were they studied.

Objective of the study

1. To identify the factors which lead to the satisfaction of the student.
2. To understand the student relationship between satisfaction and loyalty

Population: for the purpose of study students of JNUTH and Osmania were targeted.

Sample: A sample of 75 students are considered who filled the questionnaire correctly

Data Collection: data was collected through primary method and secondary method. Primary through a structured questionnaire and with close ended questions

Secondary method through articles related to same subject.

Data Collection Tool: questionnaire

Sampling Techniques: convenience sampling

Data Analysis: through tables and bar graphs

Techniques: spss package and correlation was used for the analysis of the data

Hypothesis:

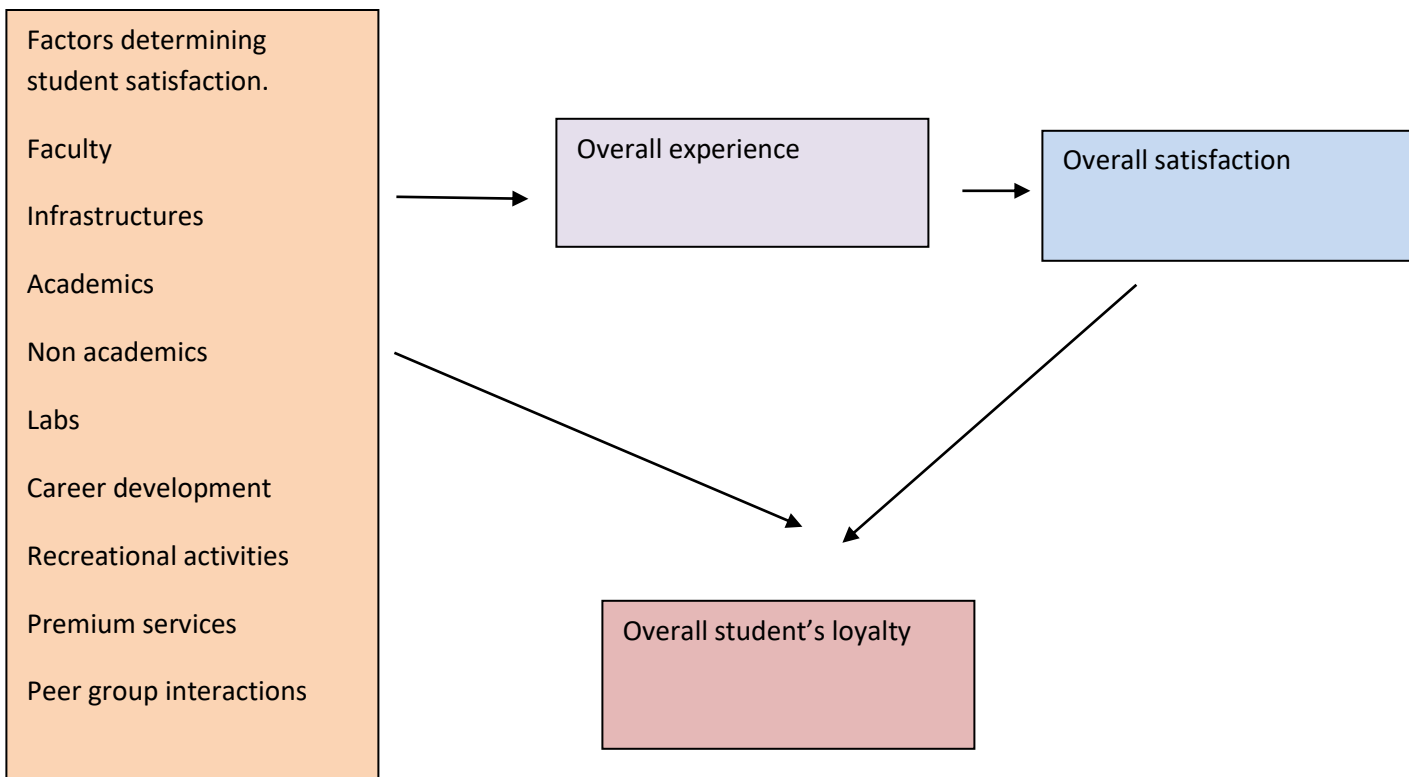
H0: There is no significant relationship between student experience and student satisfaction.

H1: There is a significant relationship between student experience and student satisfaction.

H0: There is no significant relationship between student satisfaction and student loyalty

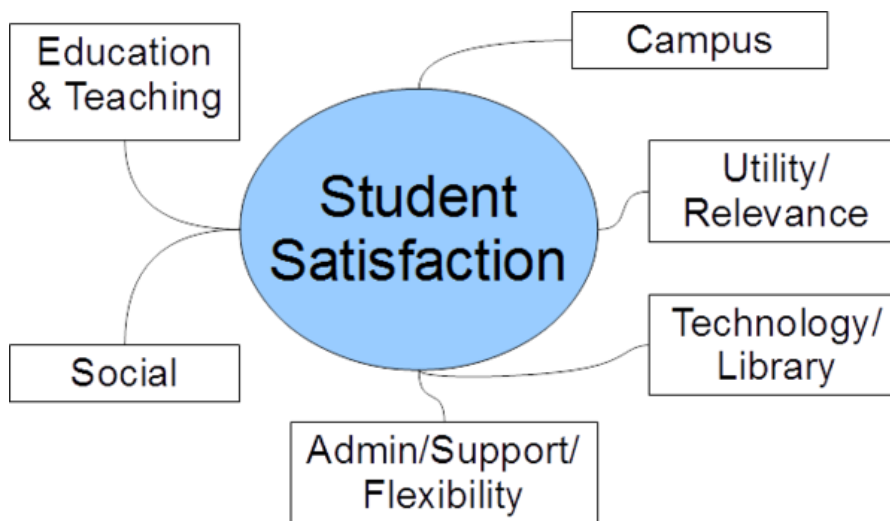
H1: there is significant relationship between student satisfaction and student loyalty

#### Research Framework



### Limitations of the study

1. The study is purely based on student opinion so answers may contain bias.
2. The time was less for future research.
3. The students of JNTUH and Osmania university were only considered.
4. The sample size is less to generalize the statements.
5. Tool selected for analysis may not be the conclusion.



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Student happiness reflects how they feel about their higher education programmed and their education overall. Students gauge their satisfaction with their college or university based on their experience on campus and the services, programmed, facilities, and resources they have access to.

Education institutions need to regularly monitor student satisfaction as a quality measure. Student happiness is a crucial quality factor for educational institutions. It evaluates the overall satisfaction of students with a certain institution as well as how much they like their lessons.

Student loyalty is defined as the willingness of students to offer favorable feedback about their school and to promote it to others, including friends, family, coworkers, and organizations.

Perceived service quality, student happiness, and institution image are the key factors that influence a student's loyalty.

The variables considered for the study.

<b>Demographic variables</b>
Gender
Age
<b>Faculty Variables</b>
faculty have a good command over subject
Faculty are well qualified and have enough experience in teaching
Faculty always welcome to extend their support in academics beyond working hours
Faculty have positive attitude towards students
Faculty provide regular feedback and suggestions to improve my career and scores
Faculty show high interest in solving students' problems.
<b>Non-Academic variables</b>
Staff always give top priority in attending students' complaints
Staff maintain records and accounts updated from time to time
They always provide services within time limit.
They are good in communication and have sound knowledge on systems
They are efficient in addressing students' problems
<b>It labs and career development centres</b>
university has good IT infrastructures
University has good infrastructure for conducting Examinations
university has good infrastructure for extracurricular activities
University has good Career centre
University supports with good training facilities to enhance skills of the students to fetch job easily
university have good career prospectus after completion of the course
University provides a platform for higher education and career guidance

<b>Infrastructure Variables</b>
university has good classroom ambience to sit and study
university ambience is Good
university is well equipped with Labs and equipment
university facilities are good and appealing
The university location is ideal to reach from all places by students
university has good Canteen and Recreational Facilities
university has sufficient ground and encourage lot of sports events for sports aspirants
<b>strengths</b>
University timings are convenient to attend the sessions
University has various clubs to upgrade our skills
Canteen and stationery have convenient opening hours
university provides equal treatment to all students
Every student is given equal freedom and space to develop their career
university gives top priority to discipline
university maintains utmost confidentiality in students' records
All Teaching and Non-Teaching staff are available on phone during emergencies
<b>Peer group interactions</b>
We have good interaction with the students
We have good interaction with seniors
we have good guidance from alumni group
<b>overall experience</b>
The university provides exactly what I want to learn
My choice to study is wise one



My course is economical;
My course offers best value for money
My course makes me to attend the classes regularly
My course has required quality and meet standards
my academic course is well structured
My experience in college is Excellent

<b>Academics</b>
university has a good academic program with latest syllabus and structure that meets the current market demand
University offers wide range of specialization
university programs and subjects are revised and updated regularly to meet the quality of the program
University also offers good training on employability skills
university graduated from this college are easily employable
<b>premium services</b>
Students feedback is taken regularly and make improvements according to students suggests in academics and staff selections.
University provides good mentoring services both from academics and as well as personal front
university provides quality Health services to students at free of cost
University provides good cafeteria services
<b>student loyalty</b>
I recommend this course to my friends
I always feel and like to be in touch with faculty even after course completion
I would like to be alumni of our university

student satisfaction

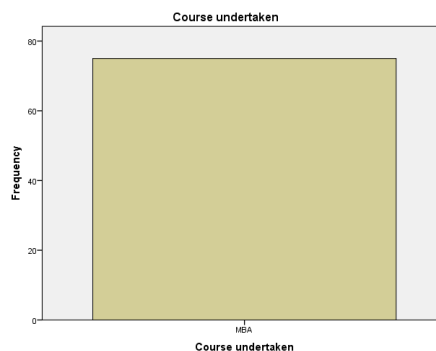
I feel satisfied in doing this course in our college

## DATA ANALYSIS

### DEMOGRAPHIC VARIABLES

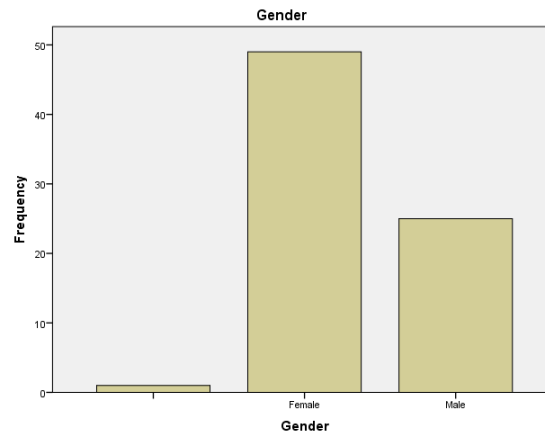
Course undertaken

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MBA	75	100.0	100.0	100.0



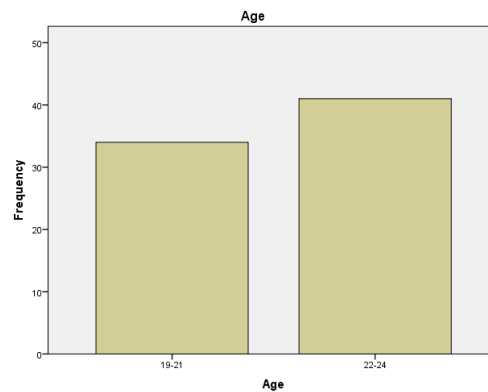
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
Female	49	65.3	65.3	66.7
Male	25	33.3	33.3	100.0
Total	75	100.0	100.0	



**Age**

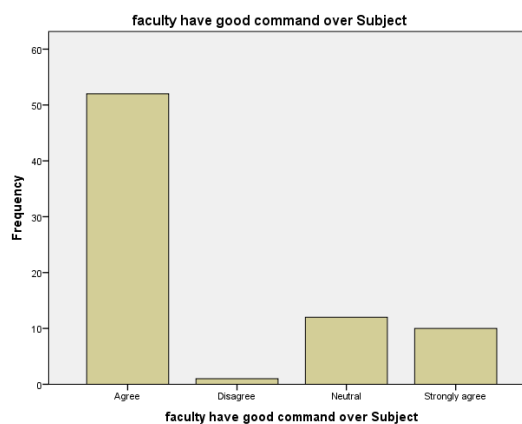
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-21	34	45.3	45.3	45.3
	22-24	41	54.7	54.7	100.0
	Total	75	100.0	100.0	



## FACULTY VARIABLES

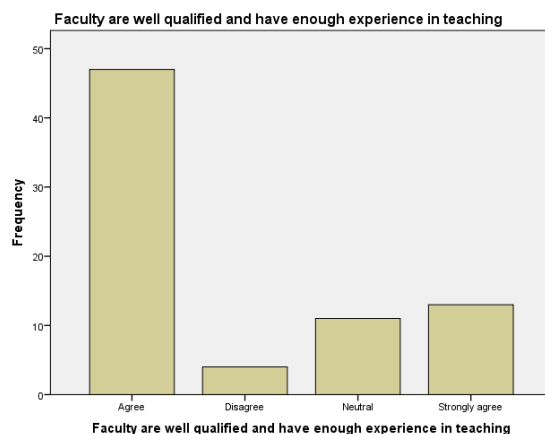
### faculty have good command over Subject

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	52	69.3	69.3	69.3
	Disagree	1	1.3	1.3	70.7
	Neutral	12	16.0	16.0	86.7
	Strongly agree	10	13.3	13.3	100.0
	Total	75	100.0	100.0	



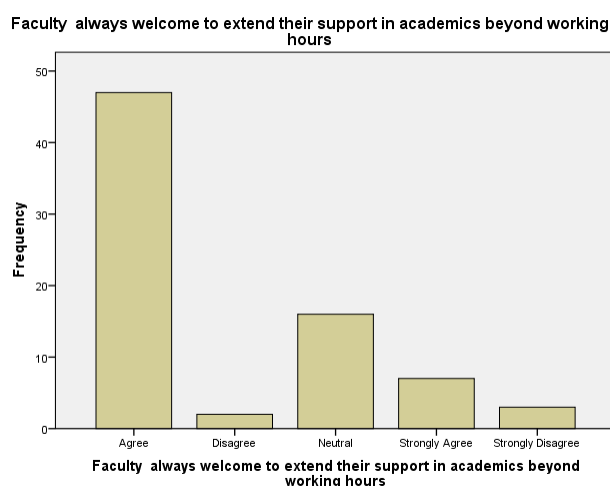
### Faculty are well qualified and have enough experience in teaching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	47	62.7	62.7	62.7
	Disagree	4	5.3	5.3	68.0
	Neutral	11	14.7	14.7	82.7
	Strongly agree	13	17.3	17.3	100.0
	Total	75	100.0	100.0	



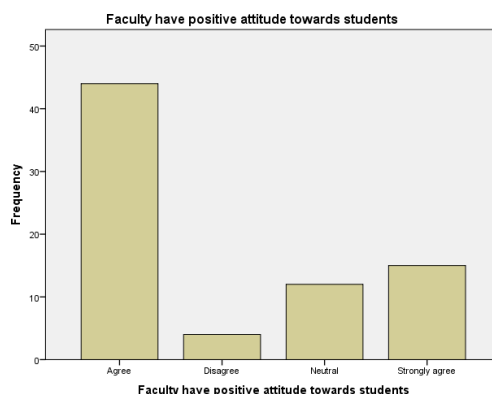
**Faculty always welcome to extend their support in academics beyond working hours**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	47	62.7	62.7	62.7
Disagree	2	2.7	2.7	65.3
Neutral	16	21.3	21.3	86.7
Strongly Agree	7	9.3	9.3	96.0
Strongly Disagree	3	4.0	4.0	100.0
Total	75	100.0	100.0	



Faculty have positive attitude towards students

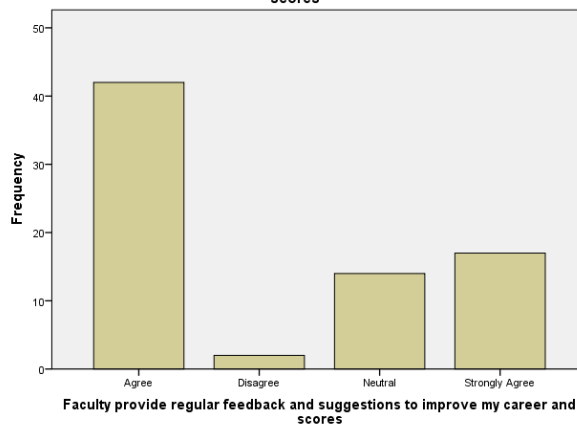
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	44	58.7	58.7	58.7
	Disagree	4	5.3	5.3	64.0
	Neutral	12	16.0	16.0	80.0
	Strongly agree	15	20.0	20.0	100.0
	Total	75	100.0	100.0	



Faculty provide regular feedback and suggestions to improve my career and scores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	42	56.0	56.0	56.0
	Disagree	2	2.7	2.7	58.7
	Neutral	14	18.7	18.7	77.3
	Strongly Agree	17	22.7	22.7	100.0
	Total	75	100.0	100.0	

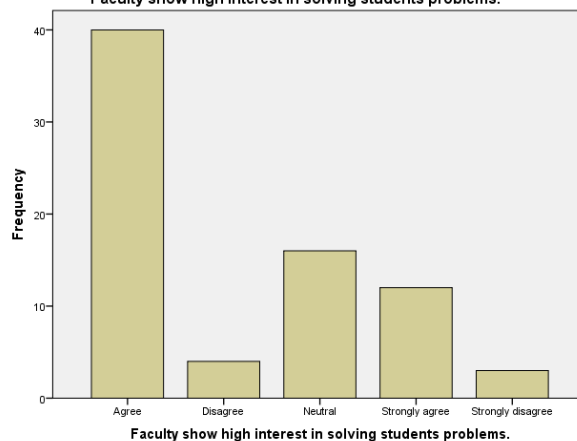
**Faculty provide regular feedback and suggestions to improve my career and scores**



**Faculty show high interest in solving students' problems.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	40	53.3	53.3	53.3
Disagree	4	5.3	5.3	58.7
Neutral	16	21.3	21.3	80.0
Strongly agree	12	16.0	16.0	96.0
Strongly disagree	3	4.0	4.0	100.0
Total	75	100.0	100.0	

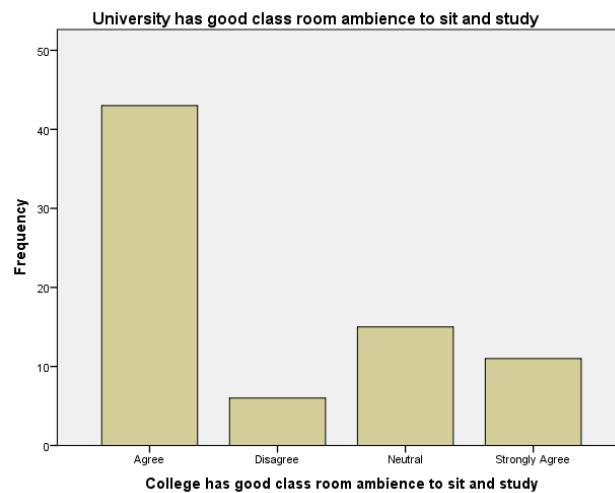
**Faculty show high interest in solving students problems.**



### UNIVERSITY INFRASTRUCTURE VARIABLES

university has good classroom ambience to sit and study

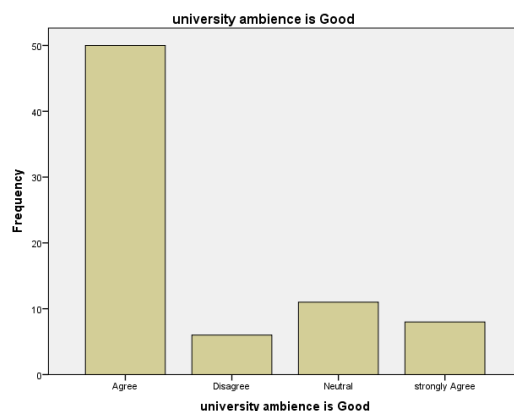
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	43	57.3	57.3	57.3
	Disagree	6	8.0	8.0	65.3
	Neutral	15	20.0	20.0	85.3
	Strongly Agree	11	14.7	14.7	100.0
	Total	75	100.0	100.0	



university ambience is Good

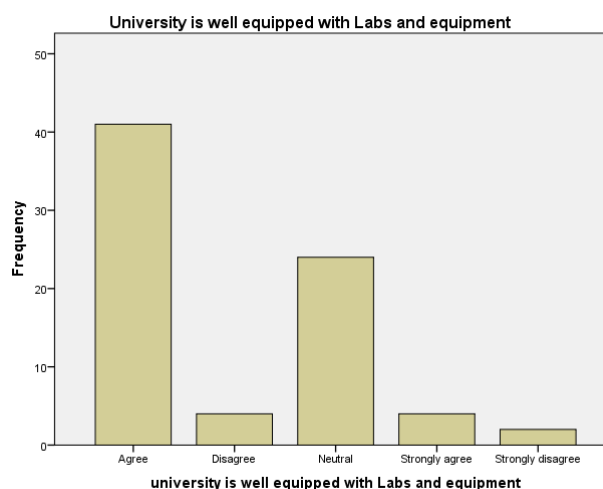
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	50	66.7	66.7	66.7
	Disagree	6	8.0	8.0	74.7
	Neutral	11	14.7	14.7	89.3
	strongly Agree	8	10.7	10.7	100.0
	Total	75	100.0	100.0	





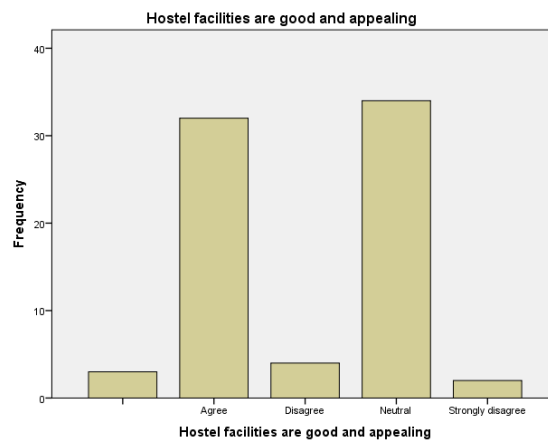
**university is well equipped with Labs and equipment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	41	54.7	54.7	54.7
	Disagree	4	5.3	5.3	60.0
	Neutral	24	32.0	32.0	92.0
	Strongly agree	4	5.3	5.3	97.3
	Strongly disagree	2	2.7	2.7	100.0
Total		75	100.0	100.0	



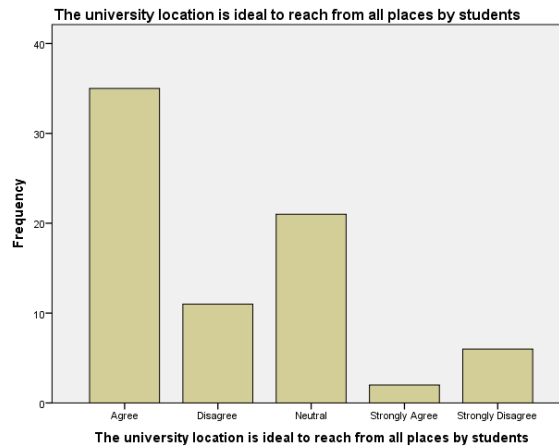
University hostel facilities are good and appealing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4.0	4.0	4.0
Agree	32	42.7	42.7	46.7
Disagree	4	5.3	5.3	52.0
Neutral	34	45.3	45.3	97.3
Strongly disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



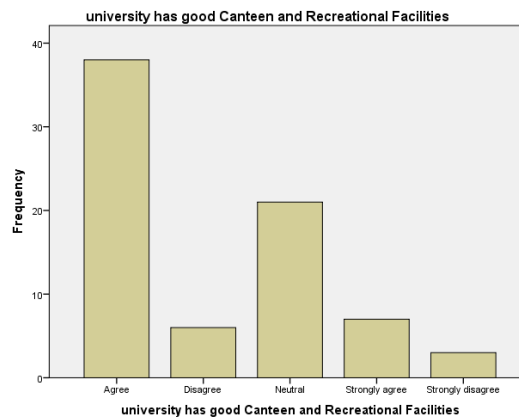
The university location is ideal to reach from all places by students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	35	46.7	46.7	46.7
Disagree	11	14.7	14.7	61.3
Neutral	21	28.0	28.0	89.3
Strongly Agree	2	2.7	2.7	92.0
Strongly Disagree	6	8.0	8.0	100.0
Total	75	100.0	100.0	



university has good Canteen and Recreational Facilities

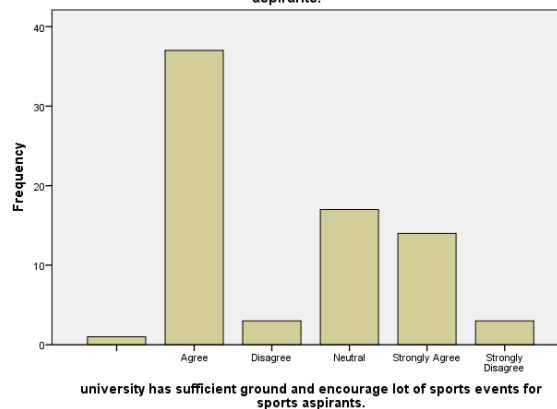
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	38	50.7	50.7	50.7
	Disagree	6	8.0	8.0	58.7
	Neutral	21	28.0	28.0	86.7
	Strongly agree	7	9.3	9.3	96.0
	Strongly disagree	3	4.0	4.0	100.0
	Total	75	100.0	100.0	



university has sufficient ground and encourage lot of sports events for sports aspirants.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
Agree	37	49.3	49.3	50.7
Disagree	3	4.0	4.0	54.7
Neutral	17	22.7	22.7	77.3
Strongly Agree	14	18.7	18.7	96.0
Strongly Disagree	3	4.0	4.0	100.0
Total	75	100.0	100.0	

university has sufficient ground and encourage lot of sports events for sports aspirants.

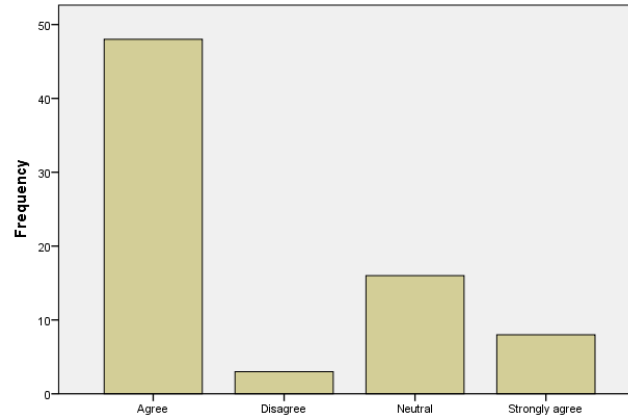


## ACADEMIC VARIABLES

university has a good academic program with latest syllabus and structure that meets the current market demand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	48	64.0	64.0	64.0
Disagree	3	4.0	4.0	68.0
Neutral	16	21.3	21.3	89.3
Strongly agree	8	10.7	10.7	100.0
Total	75	100.0	100.0	

university has a good academic program with latest syllabus and structure that meets the current market demand

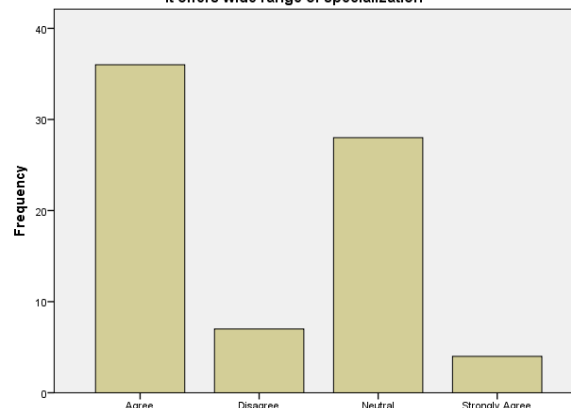


university has a good academic program with latest syllabus and structure that meets the current market demand

University offers wide range of specialization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	48.0	48.0	48.0
	Disagree	7	9.3	9.3	57.3
	Neutral	28	37.3	37.3	94.7
	Strongly Agree	4	5.3	5.3	100.0
	Total	75	100.0	100.0	

It offers wide range of specialization

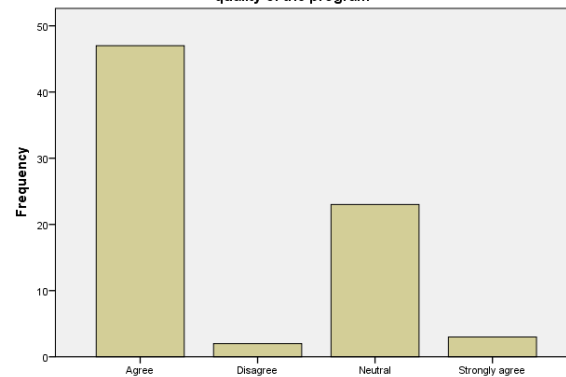


It offers wide range of specialization

university programs and subjects are revised and updated regularly to meet the quality of the program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	47	62.7	62.7	62.7
	Disagree	2	2.7	2.7	65.3
	Neutral	23	30.7	30.7	96.0
	Strongly agree	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

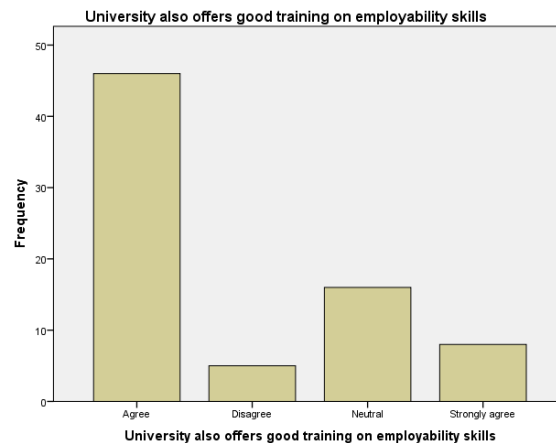
university programs and subjects are revised and updated regularly to meet the quality of the program



university programs and subjects are revised and updated regularly to meet the quality of the program

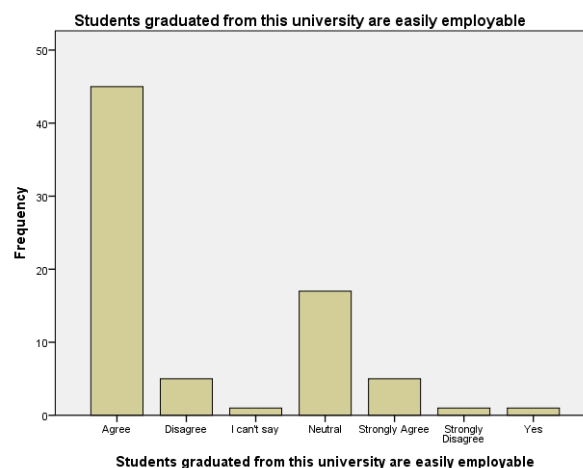
University also offers good training on employability skills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	61.3	61.3	61.3
	Disagree	5	6.7	6.7	68.0
	Neutral	16	21.3	21.3	89.3
	Strongly agree	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



university graduated from this college are easily employable

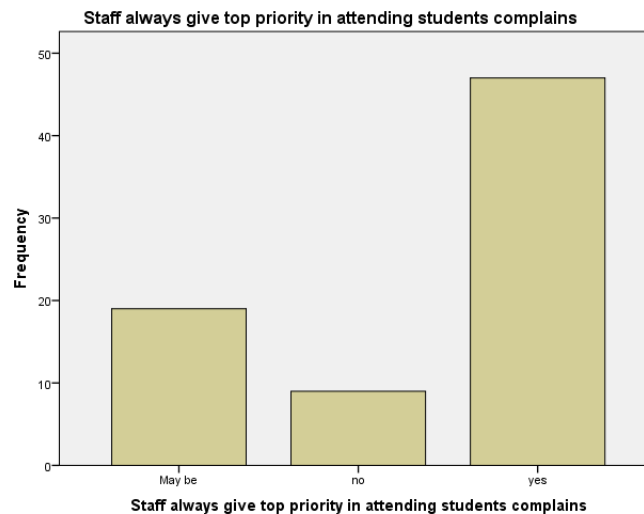
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	45	60.0	60.0	60.0
	Disagree	5	6.7	6.7	66.7
	I can't say	1	1.3	1.3	68.0
	Neutral	17	22.7	22.7	90.7
	Strongly Agree	5	6.7	6.7	97.3
	Strongly Disagree	1	1.3	1.3	98.7
	Yes	1	1.3	1.3	100.0
	Total	75	100.0	100.0	



### NON ACADEMIC ASPECTS

Staff always give top priority in attending students' complaints

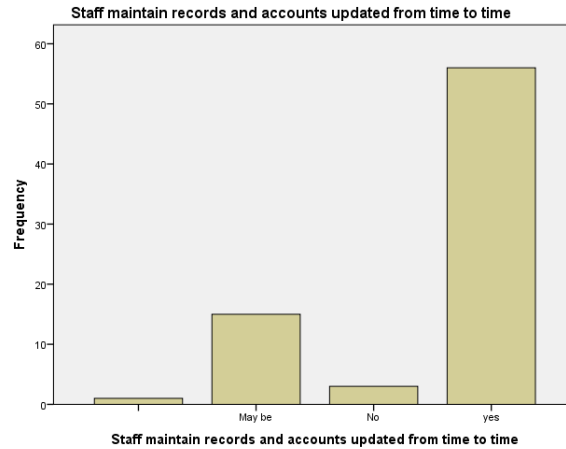
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May be	19	25.3	25.3	25.3
no	9	12.0	12.0	37.3
yes	47	62.7	62.7	100.0
Total	75	100.0	100.0	



Staff maintain records and accounts updated from time to time

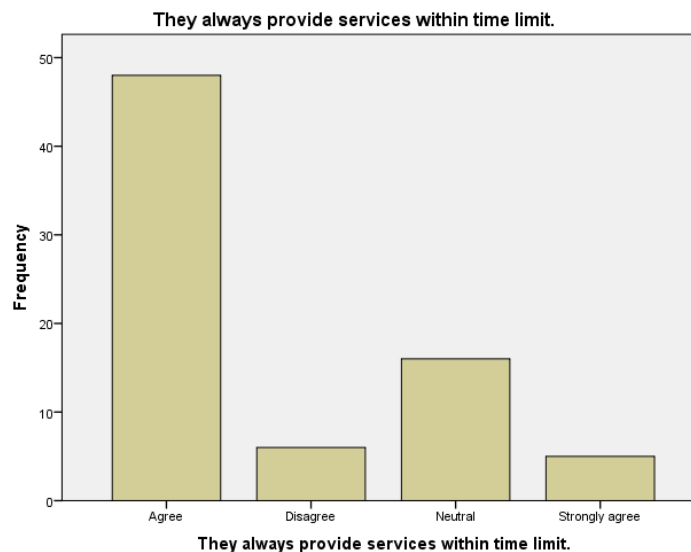
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
May be	15	20.0	20.0	21.3
No	3	4.0	4.0	25.3
yes	56	74.7	74.7	100.0
Total	75	100.0	100.0	





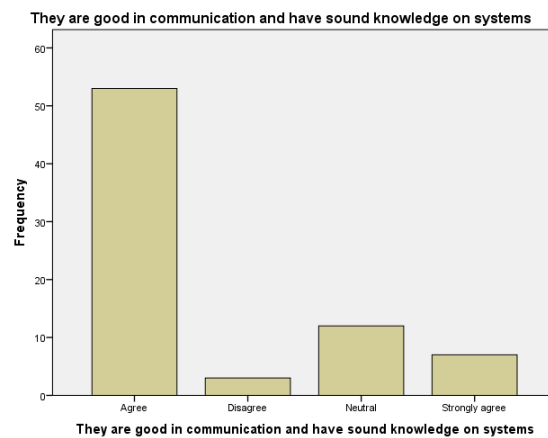
**They always provide services within time limit.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	48	64.0	64.0	64.0
	Disagree	6	8.0	8.0	72.0
	Neutral	16	21.3	21.3	93.3
	Strongly agree	5	6.7	6.7	100.0
Total		75	100.0	100.0	



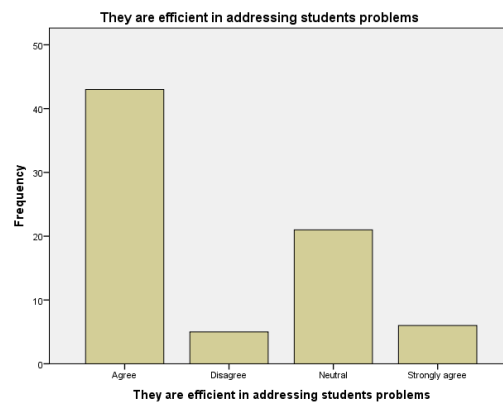
**They are good in communication and have sound knowledge on systems**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	53	70.7	70.7	70.7
	Disagree	3	4.0	4.0	74.7
	Neutral	12	16.0	16.0	90.7
	Strongly agree	7	9.3	9.3	100.0
	Total	75	100.0	100.0	



**They are efficient in addressing students' problems**

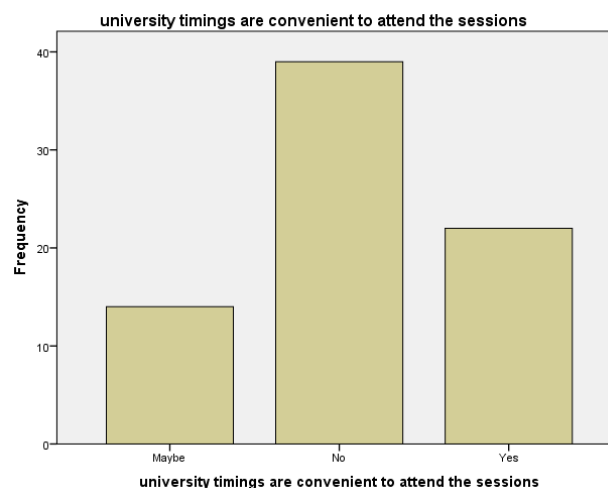
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	43	57.3	57.3	57.3
	Disagree	5	6.7	6.7	64.0
	Neutral	21	28.0	28.0	92.0
	Strongly agree	6	8.0	8.0	100.0
	Total	75	100.0	100.0	



### UNIVERSITY STRENGTHS VARIABLES

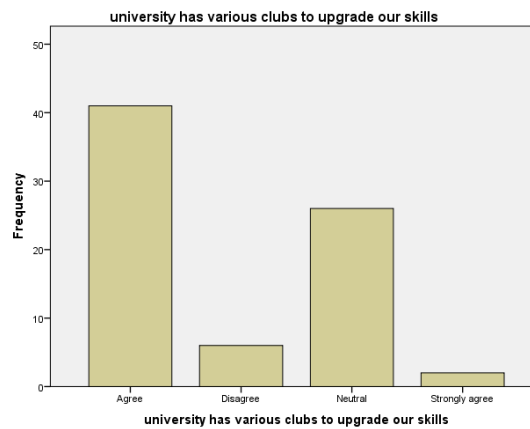
University timings are convenient to attend the sessions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	14	18.7	18.7	18.7
	No	39	52.0	52.0	70.7
	Yes	22	29.3	29.3	100.0
	Total	75	100.0	100.0	



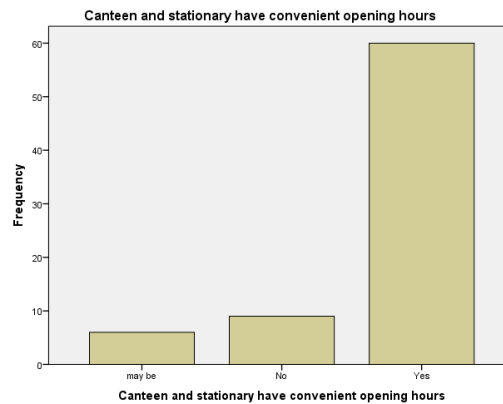
University has various clubs to upgrade our skills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	41	54.7	54.7	54.7
	Disagree	6	8.0	8.0	62.7
	Neutral	26	34.7	34.7	97.3
	Strongly agree	2	2.7	2.7	100.0
	Total	75	100.0	100.0	



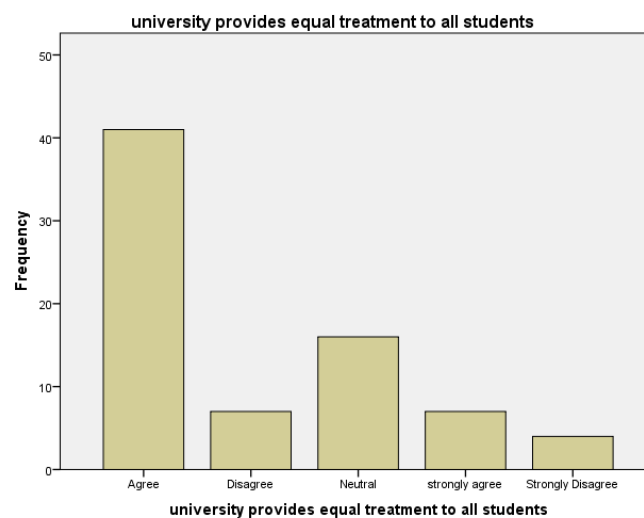
Canteen and stationary have convenient opening hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	may be	6	8.0	8.0	8.0
	No	9	12.0	12.0	20.0
	Yes	60	80.0	80.0	100.0
	Total	75	100.0	100.0	



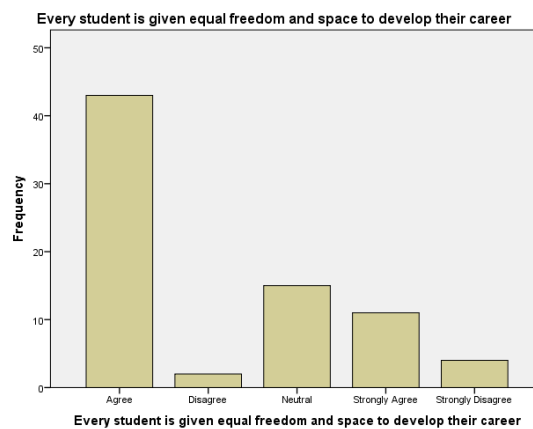
**university provides equal treatment to all students**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	41	54.7	54.7	54.7
	Disagree	7	9.3	9.3	64.0
	Neutral	16	21.3	21.3	85.3
	strongly agree	7	9.3	9.3	94.7
	Strongly Disagree	4	5.3	5.3	100.0
Total		75	100.0	100.0	



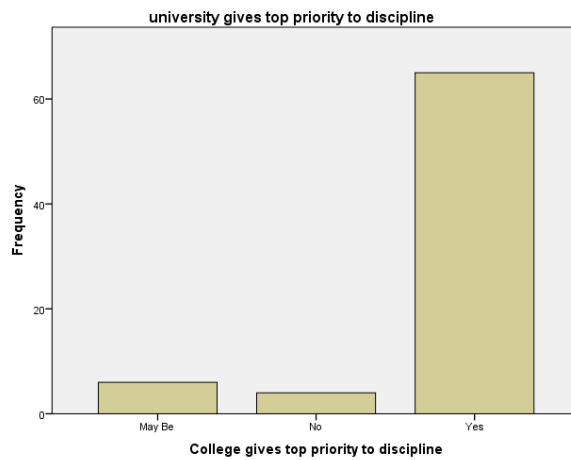
**Every student is given equal freedom and space to develop their career**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	43	57.3	57.3	57.3
Disagree	2	2.7	2.7	60.0
Neutral	15	20.0	20.0	80.0
Strongly Agree	11	14.7	14.7	94.7
Strongly Disagree	4	5.3	5.3	100.0
Total	75	100.0	100.0	



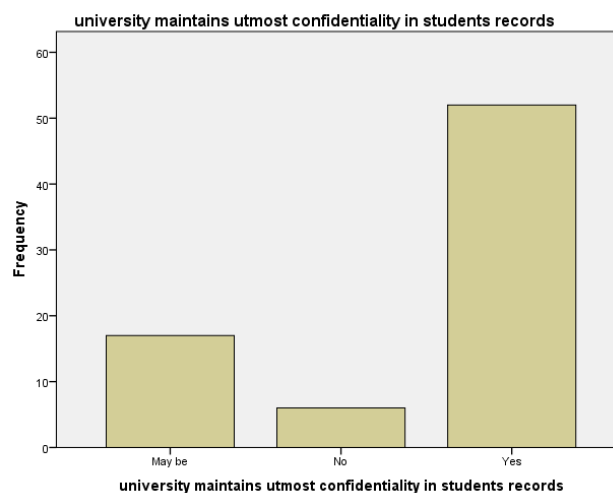
**university gives top priority to discipline**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May Be	6	8.0	8.0	8.0
No	4	5.3	5.3	13.3
Yes	65	86.7	86.7	100.0
Total	75	100.0	100.0	



**university maintains utmost confidentiality in students' records**

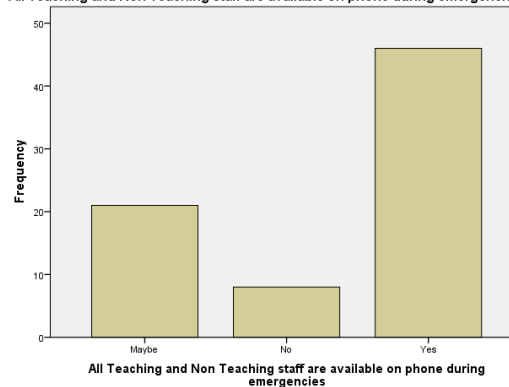
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	May be	17	22.7	22.7	22.7
	No	6	8.0	8.0	30.7
	Yes	52	69.3	69.3	100.0
	Total	75	100.0	100.0	



**All Teaching and Non Teaching staff are available on phone during emergencies**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	21	28.0	28.0	28.0
No	8	10.7	10.7	38.7
Yes	46	61.3	61.3	100.0
Total	75	100.0	100.0	

All Teaching and Non Teaching staff are available on phone during emergencies

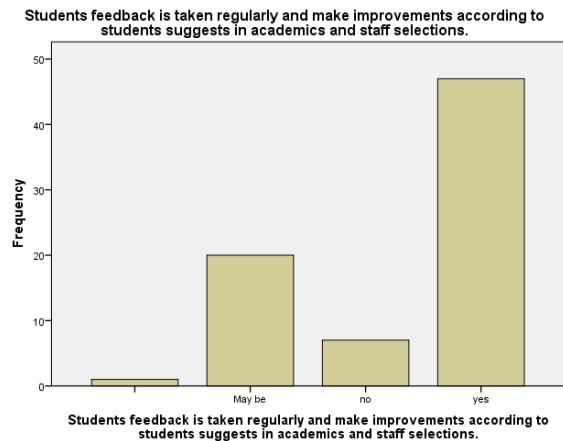


## **PREMIUM SERVICES**

**Students feedback is taken regularly and make improvements according to students suggests in academics and staff selections.**

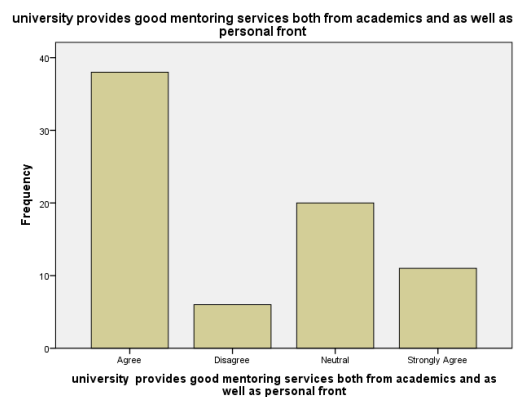
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
May be	20	26.7	26.7	28.0
no	7	9.3	9.3	37.3
yes	47	62.7	62.7	100.0
Total	75	100.0	100.0	





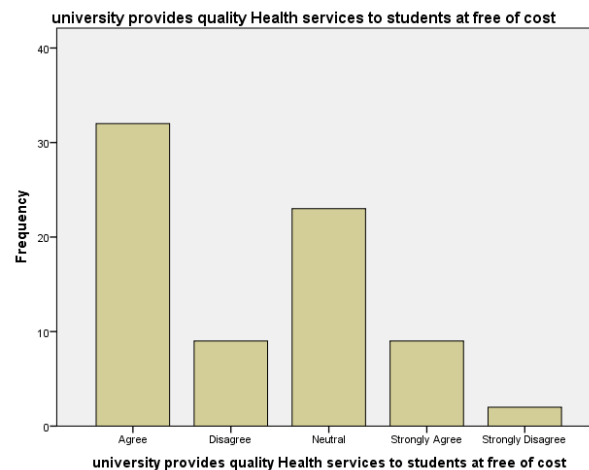
**University provides good mentoring services both from academics and as well as personal front**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	38	50.7	50.7	50.7
Disagree	6	8.0	8.0	58.7
Neutral	20	26.7	26.7	85.3
Strongly Agree	11	14.7	14.7	100.0
Total	75	100.0	100.0	



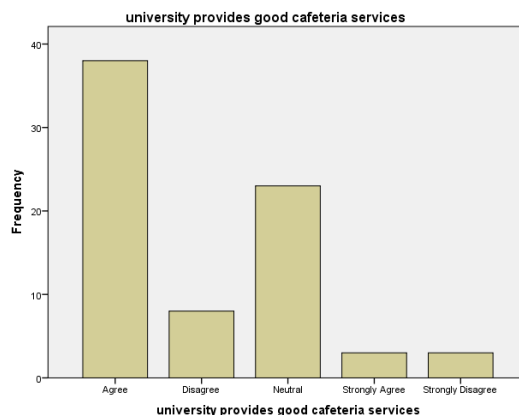
**university provides quality Health services to students at free of cost**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	32	42.7	42.7	42.7
Disagree	9	12.0	12.0	54.7
Neutral	23	30.7	30.7	85.3
Strongly Agree	9	12.0	12.0	97.3
Strongly Disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



**University provides good cafeteria services**

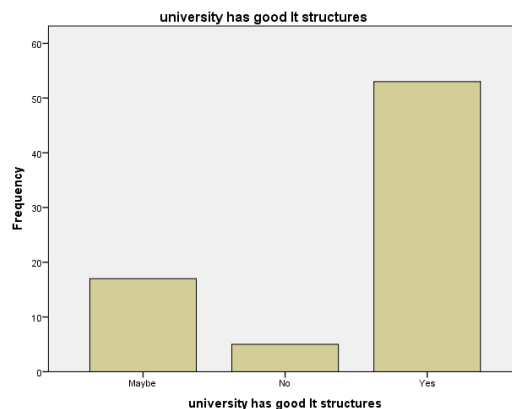
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	38	50.7	50.7	50.7
Disagree	8	10.7	10.7	61.3
Neutral	23	30.7	30.7	92.0
Strongly Agree	3	4.0	4.0	96.0
Strongly Disagree	3	4.0	4.0	100.0
Total	75	100.0	100.0	



## IT LABS AND CAREER DEVELOPMENT FACILITIES

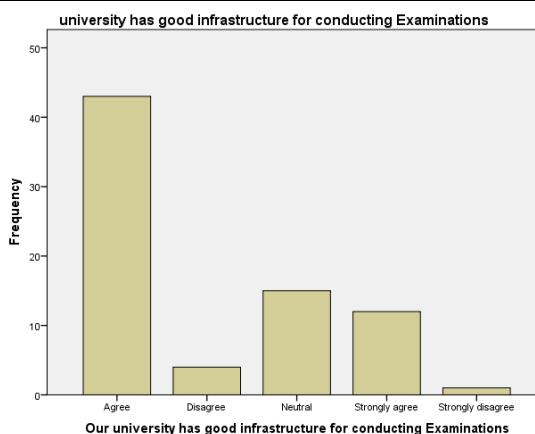
university has good IT infrastructures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	17	22.7	22.7	22.7
	No	5	6.7	6.7	29.3
	Yes	53	70.7	70.7	100.0
	Total	75	100.0	100.0	



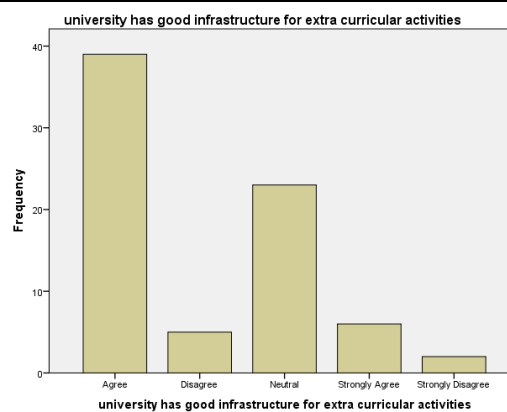
### University has good infrastructure for conducting Examinations

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	43	57.3	57.3	57.3
Disagree	4	5.3	5.3	62.7
Neutral	15	20.0	20.0	82.7
Strongly agree	12	16.0	16.0	98.7
Strongly disagree	1	1.3	1.3	100.0
Total	75	100.0	100.0	



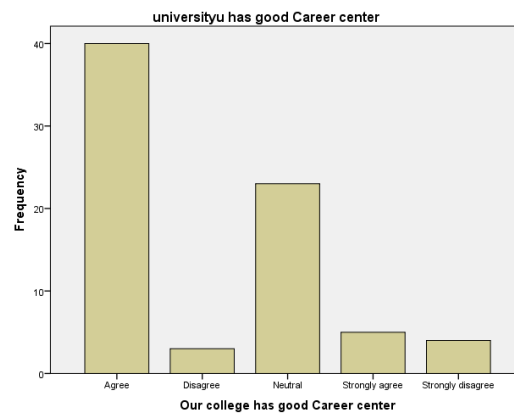
**university has good infrastructure for extra curricular activities**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	39	52.0	52.0	52.0
Disagree	5	6.7	6.7	58.7
Neutral	23	30.7	30.7	89.3
Strongly Agree	6	8.0	8.0	97.3
Strongly Disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



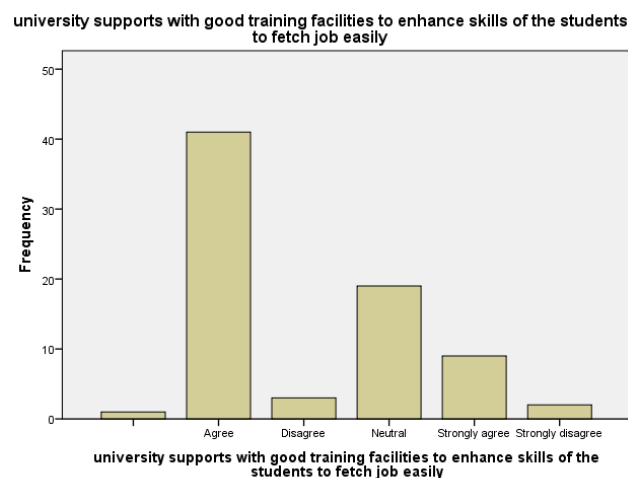
**University has good Career centre**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	40	53.3	53.3	53.3
Disagree	3	4.0	4.0	57.3
Neutral	23	30.7	30.7	88.0
Strongly agree	5	6.7	6.7	94.7
Strongly disagree	4	5.3	5.3	100.0
Total	75	100.0	100.0	



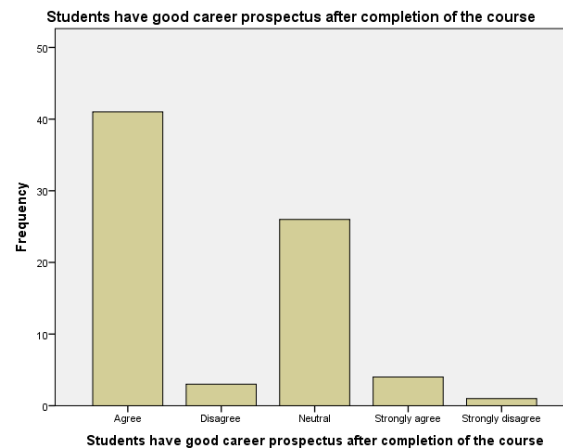
**University supports with good training facilities to enhance skills of the students to fetch job easily**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
Agree	41	54.7	54.7	56.0
Disagree	3	4.0	4.0	60.0
Neutral	19	25.3	25.3	85.3
Strongly agree	9	12.0	12.0	97.3
Strongly disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



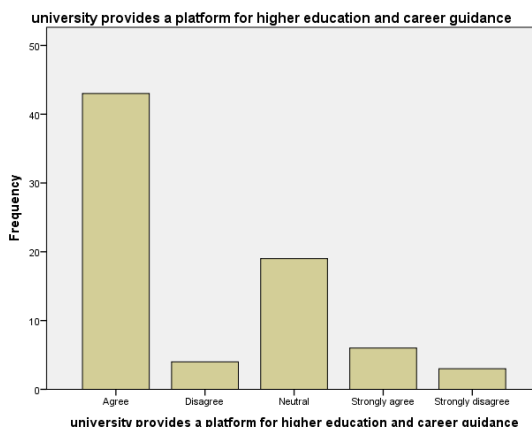
**university have good career prospectus after completion of the course**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	41	54.7	54.7	54.7
Disagree	3	4.0	4.0	58.7
Neutral	26	34.7	34.7	93.3
Strongly agree	4	5.3	5.3	98.7
Strongly disagree	1	1.3	1.3	100.0
Total	75	100.0	100.0	



**University provides a platform for higher education and career guidance**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	43	57.3	57.3	57.3
Disagree	4	5.3	5.3	62.7
Neutral	19	25.3	25.3	88.0
Strongly agree	6	8.0	8.0	96.0
Strongly disagree	3	4.0	4.0	100.0
Total	75	100.0	100.0	

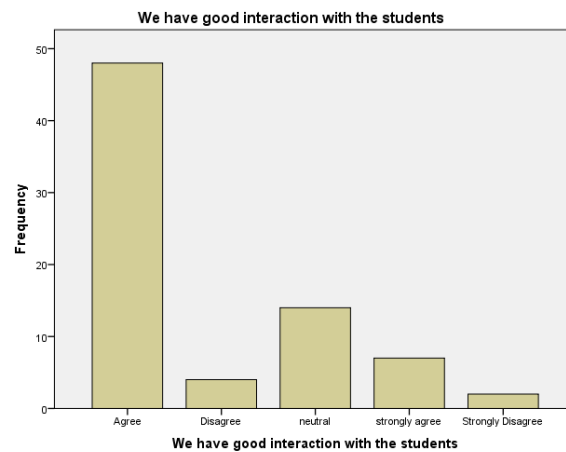


## PEER GROUP INTERACTIONS

We have good interaction with the students

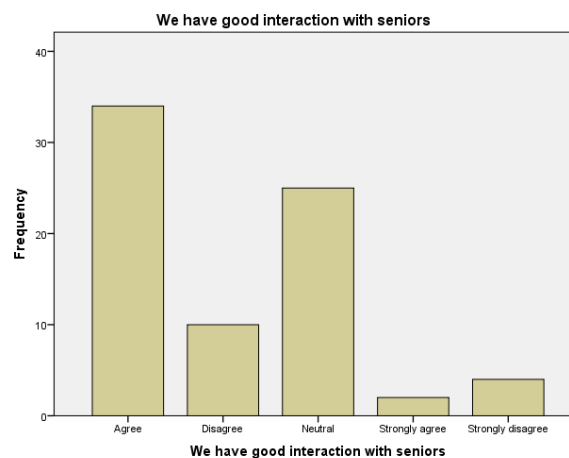
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	48	64.0	64.0	64.0
	Disagree	4	5.3	5.3	69.3
	neutral	14	18.7	18.7	88.0
	strongly agree	7	9.3	9.3	97.3
	Strongly Disagree	2	2.7	2.7	100.0
Total		75	100.0	100.0	





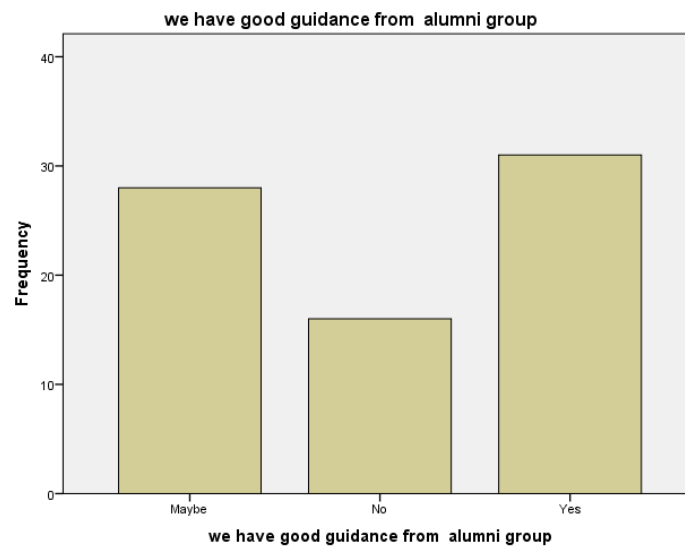
**We have good interaction with seniors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	34	45.3	45.3	45.3
	Disagree	10	13.3	13.3	58.7
	Neutral	25	33.3	33.3	92.0
	Strongly agree	2	2.7	2.7	94.7
	Strongly disagree	4	5.3	5.3	100.0
Total		75	100.0	100.0	



**we have good guidance from alumni group**

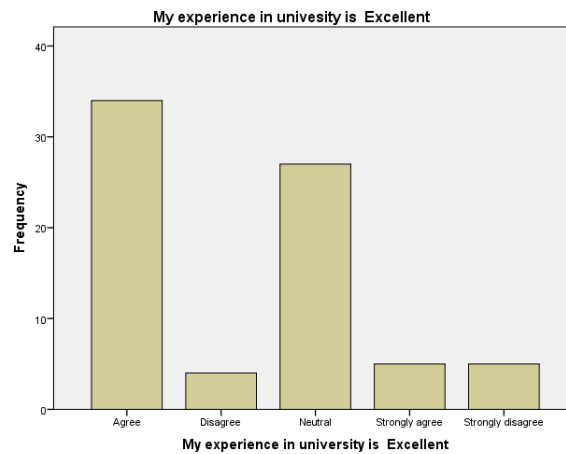
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	28	37.3	37.3	37.3
No	16	21.3	21.3	58.7
Yes	31	41.3	41.3	100.0
Total	75	100.0	100.0	



**OVERALL EXPERIENCE OF THE STUDENTS**

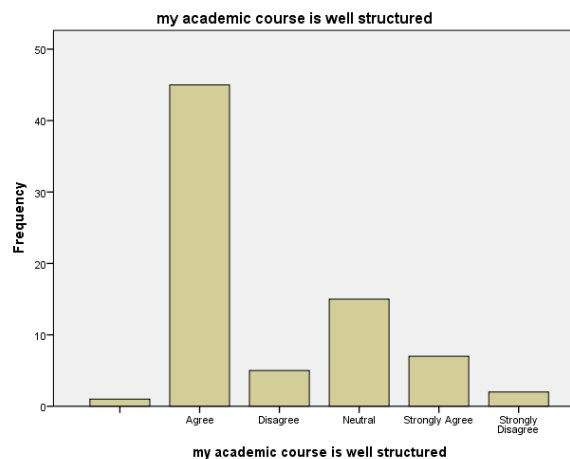
**My experience in university is Excellent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	34	45.3	45.3	45.3
Disagree	4	5.3	5.3	50.7
Neutral	27	36.0	36.0	86.7
Strongly agree	5	6.7	6.7	93.3
Strongly disagree	5	6.7	6.7	100.0
Total	75	100.0	100.0	



my academic course is well structured

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
Agree	45	60.0	60.0	61.3
Disagree	5	6.7	6.7	68.0
Neutral	15	20.0	20.0	88.0
Strongly Agree	7	9.3	9.3	97.3
Strongly Disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



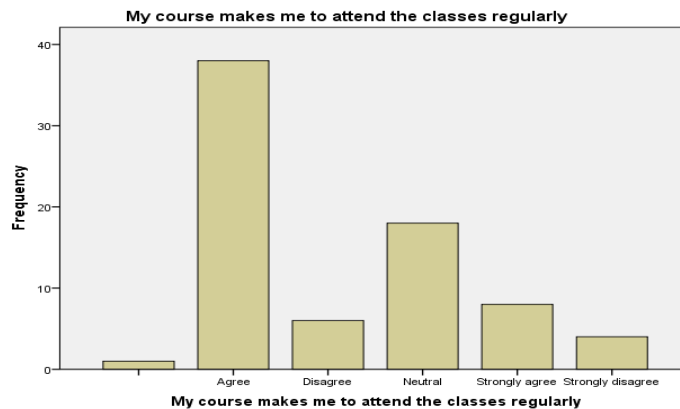
**My course has required quality and meet standards**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	44	58.7	58.7	58.7
Disagree	4	5.3	5.3	64.0
Neutral	24	32.0	32.0	96.0
Strongly agree	1	1.3	1.3	97.3
Strongly disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



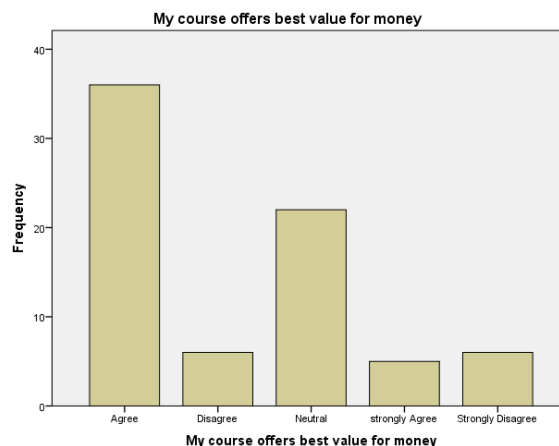
**My course makes me to attend the classes regularly**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.3	1.3	1.3
Agree	38	50.7	50.7	52.0
Disagree	6	8.0	8.0	60.0
Neutral	18	24.0	24.0	84.0
Strongly agree	8	10.7	10.7	94.7
Strongly disagree	4	5.3	5.3	100.0
Total	75	100.0	100.0	



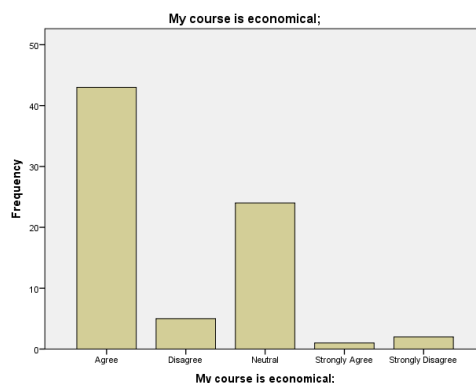
**My course offers best value for money**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	48.0	48.0	48.0
	Disagree	6	8.0	8.0	56.0
	Neutral	22	29.3	29.3	85.3
	strongly Agree	5	6.7	6.7	92.0
	Strongly Disagree	6	8.0	8.0	100.0
Total		75	100.0	100.0	



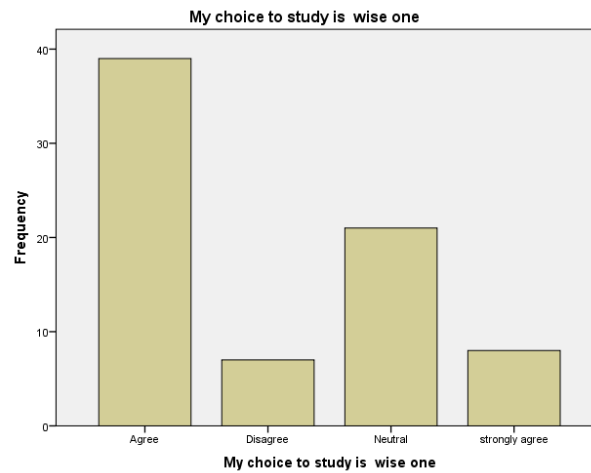
**My course is economical;**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	43	57.3	57.3	57.3
Disagree	5	6.7	6.7	64.0
Neutral	24	32.0	32.0	96.0
Strongly Agree	1	1.3	1.3	97.3
Strongly Disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	



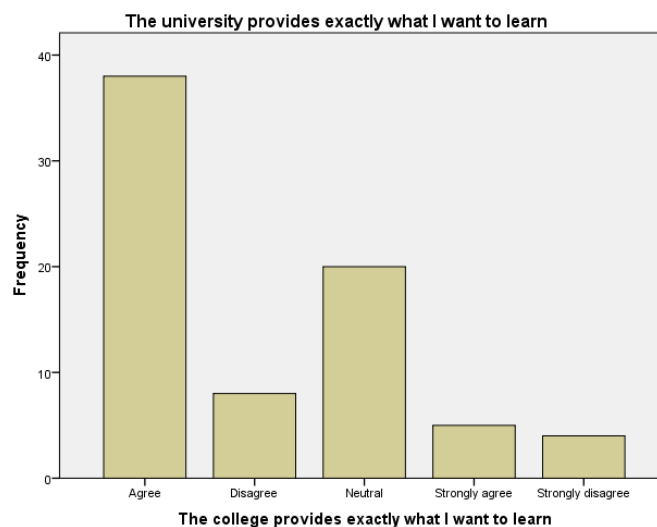
**My choice to study is wise one**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	39	52.0	52.0	52.0
Disagree	7	9.3	9.3	61.3
Neutral	21	28.0	28.0	89.3
strongly agree	8	10.7	10.7	100.0
Total	75	100.0	100.0	



**The university provides exactly what I want to learn**

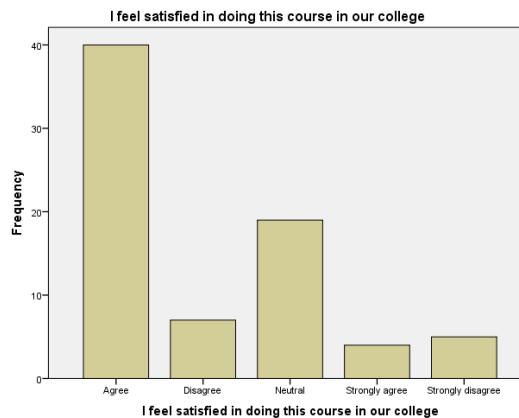
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	38	50.7	50.7	50.7
Disagree	8	10.7	10.7	61.3
Neutral	20	26.7	26.7	88.0
Strongly agree	5	6.7	6.7	94.7
Strongly disagree	4	5.3	5.3	100.0
Total	75	100.0	100.0	



### STUDENT SATISFACTION

I feel satisfied in doing this course in our college

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	40	53.3	53.3	53.3
Disagree	7	9.3	9.3	62.7
Neutral	19	25.3	25.3	88.0
Strongly agree	4	5.3	5.3	93.3
Strongly disagree	5	6.7	6.7	100.0
Total	75	100.0	100.0	

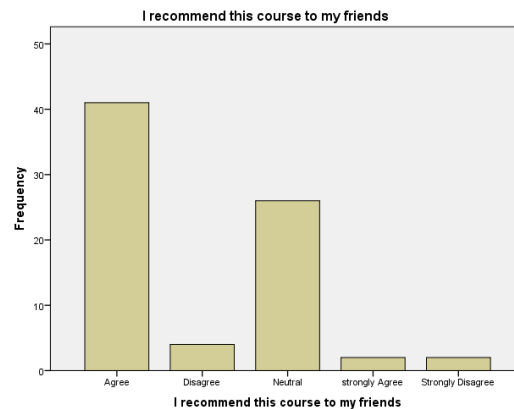


### STUDENT LOYALTY

I recommend this course to my friends

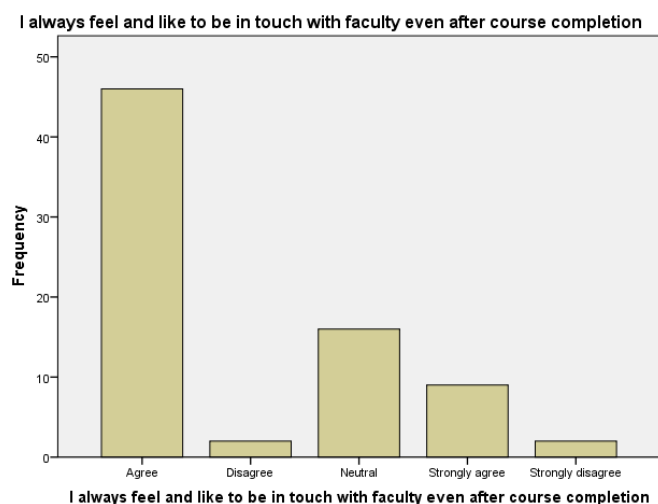
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	41	54.7	54.7	54.7
Disagree	4	5.3	5.3	60.0
Neutral	26	34.7	34.7	94.7
strongly Agree	2	2.7	2.7	97.3
Strongly Disagree	2	2.7	2.7	100.0
Total	75	100.0	100.0	





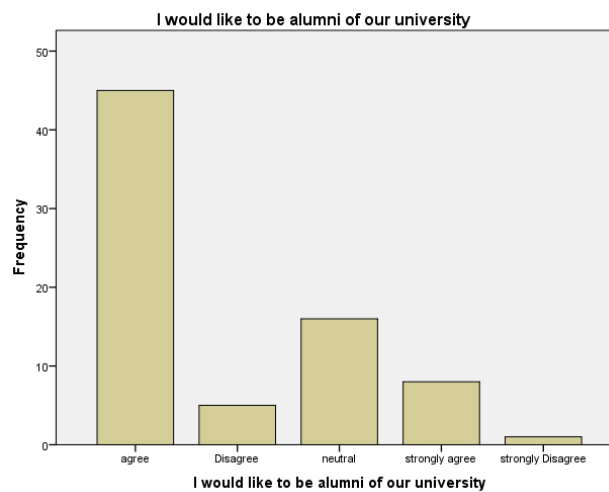
**I always feel and like to be in touch with faculty even after course completion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	61.3	61.3	61.3
	Disagree	2	2.7	2.7	64.0
	Neutral	16	21.3	21.3	85.3
	Strongly agree	9	12.0	12.0	97.3
	Strongly disagree	2	2.7	2.7	100.0
Total		75	100.0	100.0	



I would like to be alumni of our University

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	45	60.0	60.0	60.0
Disagree	5	6.7	6.7	66.7
neutral	16	21.3	21.3	88.0
strongly agree	8	10.7	10.7	98.7
strongly Disagree	1	1.3	1.3	100.0
Total	75	100.0	100.0	



## CORRELATION BETWEEN OVERALL EXPERIENCE AND STUDENTS SATISFACTION

H0: there is no significant impact of student's overall experience and students satisfaction

H1 : there is significant impact of students overall experience and students satisfaction

### Descriptive Statistics

	Mean	Std. Deviation	N
I enjoy My course	1.85	1.123	75
My course makes me to attend the classes regularly	3.08	1.313	75
My course offers best value for money	2.19	1.322	75
My course is economical;	1.85	1.087	75
My choice to study is wise one	1.97	1.115	75
The university provides exactly what I want to learn	2.05	1.240	75
I feel satisfied in doing this course in our university	2.03	1.273	75

### Correlations

		I enjoy My course	My course makes me to attend the classes regularly	My course offers best value for money	My course is economical;	My choice to study is wise one	The college provides exactly what I want to learn	I feel satisfied in doing this course in our university
I enjoy My course	Pearson Correlation	1	.393**	.201	.314**	.223	.336**	.513**
	Sig. (2-tailed)		.000	.084	.006	.054	.003	.000
	N	75	75	75	75	75	75	75
My course makes me to attend the classes regularly	Pearson Correlation	.393**	1	.373**	.340**	.408**	.537**	.516**
	Sig. (2-tailed)	.000		.001	.003	.000	.000	.000
	N	75	75	75	75	75	75	75
My course offers best value for money	Pearson Correlation	.201	.373**	1	.537**	.453**	.464**	.438**
	Sig. (2-tailed)	.084	.001		.000	.000	.000	.000
	N	75	75	75	75	75	75	75
My course is economical;	Pearson Correlation	.314**	.340**	.537**	1	.231*	.477**	.530**

	Sig. (2-tailed)	.006	.003	.000		.046	.000	.000
	N	75	75	75	75	75	75	75
My choice to study is wise one	Pearson							
	Correlation	.223	.408**	.453**	.231*	1	.343**	.353**
	Sig. (2-tailed)	.054	.000	.000	.046		.003	.002
	N	75	75	75	75	75	75	75
The college provides exactly what I want to learn	Pearson							
	Correlation	.336**	.537**	.464**	.477**	.343**	1	.701**
	Sig. (2-tailed)	.003	.000	.000	.000	.003		.000
	N	75	75	75	75	75	75	75
I feel satisfied in doing this course in our university	Pearson							
	Correlation	.513**	.516**	.438**	.530**	.353**	.701**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	
	N	75	75	75	75	75	75	75

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**CONCLUSION:** since students over all experience and satisfaction are correlated to each other we accept H1.

## CORRELATION BETWEEN STUDENTS SATISFACTION STUDENTS LOYALTY

**Ho : There is no significant impact of students satisfaction on students loyalty**

**Ho : There is significant impact of students satisfaction on students loyalty**

**Descriptive Statistics**

	Mean	Std. Deviation	N
I feel satisfied in doing this course in our university	2.03	1.273	75
I would like to be alumni of our university	1.87	1.166	75
I always feel and like to be in touch with faculty even after course completion	1.92	1.249	75
I recommend this course to my friends	1.93	1.119	75

**Correlations**

		I feel satisfied in doing this course in our university	I would like to be alumni of our university	I always feel and like to be in touch with faculty even after course completion	I recommend this course to my friends
I feel satisfied in doing this course in our university	Pearson Correlation	1	.248*	.324**	.523**
	Sig. (2-tailed)		.032	.005	.000
	N	75	75	75	75
I would like to be alumni of our college	Pearson Correlation	.248*	1	.345**	.211
	Sig. (2-tailed)	.032		.002	.070
	N	75	75	75	75
I always feel and like to be in touch with faculty even after course completion	Pearson Correlation	.324**	.345**	1	.276*

touch with faculty even after course completion	Sig. (2-tailed)	.005	.002		.016
	N	75	75	75	75
I recommend this course to my friends	Pearson Correlation	.523**	.211	.276*	1
	Sig. (2-tailed)	.000	.070	.016	
	N	75	75	75	75

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**CONCLUSION : since students satisfaction and loyalty are correlated to each other we accept H1.**

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## QUESTIONNAIRE

Course undertaken.

Gender

Age

### **FACULTY VARIABLES**

faculty have good command over Subject

Faculty are well qualified and have enough experience in teaching

Faculty always welcome to extend their support in academics beyond working hours

Faculty have positive attitude towards students

Faculty provide regular feedback and suggestions to improve my career and scores

Faculty show high interest in solving students problems.

### **UNIVERSITY INFRASTRUCTURE**

University has good class room ambience to sit and study

University ambience is Good

University is well equipped with Labs and equipment

Hostel facilities are good and appealing

The University location is ideal to reach from all places by students

University has good Canteen and Recreational Facilities

University has sufficient ground and encourage lot of sports events for sports aspirants.

### **ACADEMICS**

University has a good academic program with latest syllabus and structure that meets the current market demand

It offers wide range of specialization

University programs and subjects are revised and updated regularly to meet the quality of the program

University also offers good training on employability skills

Students graduated from this University are easily employable

### **NON ACADEMIC VARIABLES**

Staff always give top priority in attending students complains

Staff maintain records and accounts updated from time to time

They always provide services within time limit.

They are good in communication and have sound knowledge on systems

They are efficient in addressing students problems

#### **UNIVERSITY STRENGTHS**

University timings are convenient to attend the sessions

University has various clubs to upgrade our skills

Canteen and stationary have convenient opening hours

University provides equal treatment to all students

Every student is given equal freedom and space to develop their career

University gives top priority to discipline

University maintains utmost confidentiality in students records

All Teaching and Non Teaching staff are available on phone during emergencies

Students feedback is taken regularly and make improvements according to students suggests in academics and staff selections.

University provides good mentoring services both from academics and as well as personal front

University provides quality Health services to students at free of cost

University provides good cafeteria services

#### **IT INFRASTRUCTURE AND CARRER DEVELOPMENT**

University has good It structures

University has good infrastructure for conducting Examinations

University has good infrastructure for extra curricular activities

University has good Career center

University supports with good training facilities to enhance skills of the students to fetch job easily

Students have good career prospectus after completion of the course

University provides a platform for higher education and career guidance

#### **PEER GROUP RELATIONSHIPS**

We have good interaction with the students

We have good interaction with seniors

we have good guidance from alumni group

#### **OVER ALL EXPERIENCE**

My experience in University is Excellent



my academic course is well structured

My course has required quality and meet standards

I enjoy My course

My course makes me to attend the classes regularly

My course offers best value for money

My course is economical;

My choice to study is wise one

The University provides exactly what I want to learn

### **SATISFACTION**

I feel satisfied in doing this course in our college

### **LOYALITY**

I recommend this course to my friends

I always feel and like to be in touch with faculty even after course completion

I would like to be alumni of our University