

Using Student Satisfaction Index as Quality Determinant

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This study attempts to examine the relationship between the quality and the level of student satisfaction in terms of faculty, curriculum, university resources and extra-curricular activity. Quality of education is an important factor both in public and private universities of Bangladesh. There is a lack of understanding of the factors that may affect the quality of higher education. This study used a modified Noel-Levitz student satisfactory survey consisting of twenty-two questions to determine the students' overall level of satisfaction, by categorizing the questions in four different areas. The survey was conducted among 3 (three) public universities and 2 (two) private universities of Bangladesh. The sample is consisted of 262 students from public and 256 students from private universities. Among the 518 students 51% of the students are from public universities and 49% of the students are from private universities, which indicates distribution of population. The results showed that the students from private universities are more satisfied. Gap (importance-satisfaction) analysis between importance and satisfaction revealed the lower gap in private universities. Both public and private universities improve quality of higher education at their institution by using the results of the study.

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