

Students' Satisfaction and Its Determinants: The Case of Two Eastern Ethiopian Universities: Comparative Analysis of Jigjiga University and Dire Dawa University

Abeya Degefe Terfasa1 * and Bedasa Tessema Hatehu2

Department of Psychology, College of Social Sciences and Humanities, Dire Dawa University

Abstract:

The ever increasing size of students at Colleges and Universities in Ethiopia also reflect that they are entering colleges with more diverse cultural characteristics and needs than ever before. The purpose of this study was to see the determinants and level of satisfaction of Dire Dawa University and Jigjiga University students attending their regular higher education programme of three years in the common Colleges of Social Sciences and Humanities, Business and Economics and Natural and Computational Sciences. Three departments were randomly selected by using Simple random sampling method from each college namely Geography, Political Science, Psychology, Economics, Management, Accounting, Management, Statistics, Biology and Chemistry respectively. A total of 346 participants and 6 FGDs' members (n=36) were used from regular students of undergraduate programme (2016/2017) in Dire Dawa (n=189) and Jigjiga University (n=157). FGDs and questionnaires were both developed by adapted from the standardized students' satisfaction measures (SSI) used earlier and similar studies by the researcher based on the purpose of the pilot tested with 22 participants for the questionnaire and 8 participants for the FGDs. Computation of mean, standard deviation, percentages, frequencies, one way ANOVA and T-test were used to analyze the collected data through SPSS version 20. Findings generally indicated that variables; Institutional Effectiveness, Academic Support, Advice and Counselling, Effectiveness, and Admission, Enrolments and Admission, Enrollment and Registration effectiveness had significantly affected the students' satisfaction in both universities. The independent samples t-test showed that there had been no significant differences between the two universities in their perceived relation between their expectation and their actual college experience. Finally, it was suggested that teachers, students and administrative bodies in educational organizations need to have proper information about students' satisfaction work towards increasing it and allow students to enjoy their expectation to be successful in their higher institution education and their satisfaction was less too. The concept of

students' satisfaction has become very prevalent in most of higher education institutions since a couple of decades according to [1]. The consideration of student opinions and attitudes is a modern-day necessity as institutions of higher education are challenged by a climate of decreased funding, demands for public accountability, and increased competition for student enrollments. On the other hand, in many countries including Ethiopia, it has become culture to rank colleges and universities in the measure of which the student satisfaction along with other attributes is included. In Ethiopia, the rapid expansion of public and private colleges and Universities, the implementation of cost-sharing system, the significant increases in private college education costs, combined with demographic shifts in the population necessitates to think differently about the role of student satisfaction for future success and survival. The satisfaction level of students is determined by the extent of the gap between the service performance as perceived by the customer and what the customer expects [2]. The new business process (BPR) and (BSC) program, which are currently the basic guiding principles of Universities, place an important emphasis on increasing students' satisfaction. Accordingly, the BPR Training and Coaching Material, 2007 the dominant force in the seller-customer relationship has shift from seller to customer; a mass market no information. Moreover, as it can be deduced from Ethiopian Higher Institution Proclamation. The research was specifically limited to the three common colleges of both Universities named as College of Business and Economics, College of Natural and Computational Science, College of Social Sciences and Humanities. These Universities and colleges were selected and needed to be compared due to the following reasons.

Keywords:

Students satisfaction; Students' expectation; Students' experiences; T-test; ANOVA

btesema2013@gmail.com