Factors Impacting on
Student Retention –A Study at Indian University

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Abstract— **The main aim of this study is to perceive the students' view on various parameters which can determine the overall satisfaction level of the students at the university. Four hundred and thirty-eight (438) students from graduate, postgraduate and doctorate courses participated in this survey. One hundred and twelve (112) day scholars and three hundred and twenty-six (326) hostellers participated in this survey. The questionnaire pertaining to satisfaction rate was well drafted; focusing on various sections viz. general amenities provided, hostel facilities, co-curricular activities and the research facilities offered by the university. It was disseminated among the participants through online mode. The overall satisfaction was rated on a scale of 5. The research concluded that 82.63% of the students rated 3 and higher, out of which 84.81% were day scholars and 81.89% were hostellers. The study found that students opting for hostel are more satisfied as compared to day scholars.**

Keywords—student satisfaction; student retention; open distance learning, university.

I. INTRODUCTION

Student Satisfaction, [1] is a measure that defines the student's review regarding his/her educational institute. Satisfaction level, at a particular institute or university alters the motivational level of the students and ultimately effects the rate of retention of the students. In early times, the modes of teaching were limited to black/white boards. Over the past few years, the educational sector has seen many reforms leading to an incredible change in teaching and learning methodologies. With the advancement of technology, presentations and smart classes are introduced, that helped in creating an interactive environment. The quality of education provided is increasing day by day [2]. Owing to these advancements, the competition has also increased and providing the best services is becoming a challenge. The feeling of competition has ultimately led to a more complicated lifestyle leading to higher stress level among the students. Thus, the task of achieving high level of student satisfaction is a tedious task for universities these days.

Student Satisfaction not only involves considering the viewpoint of the students in academics, but various other factors that actually alter the contentment of the students as illustrated in Fig.1. These factors should be studied well to know the impact on the satisfaction level of the students within a university. It helps the top management of the university to apply strategic planning for their actions. It helps them to devise and empower various methods for student retention. Marketing strategies can be designed to improve the institutional value thereby assisting the university to meet their accreditation requirements.
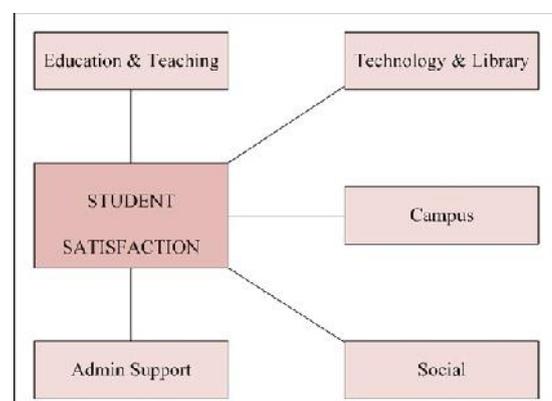

Figure. 1. Factors influencing student satisfaction

II. REVIEW OF LITERATURE

Nikolic. S. et al. [4] illustrated the role of laboratory in teaching engineering courses. 27 courses were taken into account and results were analyzed on various parameters that included overall satisfaction rate, laboratory notes, computer facilities, learning experiences and the overall quality of the laboratory. Castillo. L. [5] study aims to capture the overall activity of the students on daily basis and uses multiple techniques for analyzing the behaviour of the students.

Zamakhsari. Z. and Ridzuan. A. [6] interrogate about the student's satisfaction and participation level. They aim to detect the type of online learning approaches followed by the students and find ways in which the lecturers are contributing to enhance the participation of students towards online courses. The focus of the study is to find the relationship between students' participation and level of satisfaction for online courses.

Mendonca. M. et al. [7] have developed a project that targets to compute the satisfaction level of the students at Federal Technological University of Parana. The factors include classrooms, laboratory facilities, teaching training, cleanliness, hostel facilities and library. Most of the institutions cannot access the satisfaction levels and it aims to offer a tool that is beneficial and ensures to offer institution medium/long term beneficiaries.

Sohoraye. M et al. [8] have tried to evaluate whether the likes given on facebook are sufficient to evaluate student satisfaction in Open Distance Learning (ODL). The work also proposed that there is a repetition of questions from the students on the pages and student prefers doing that instead of looking up at the websites. Multiple solutions have been proposed for the institutions, which use social media as a platform to promote their ODL programs.

Choudhary. M. A. [9] have discussed about the factors that have influenced the engineering students' performance. The research concluded that the people were satisfied with academic and learning facilities but discontented with computing, career opportunities, hostel facilities, and recreational facilities. While comparing within the class, the female respondents have spent more time for academics as compared to their male counterparts.

III. PROPOSED QUESTIONNAIRE

This questionnaire is designed to know the perceptions of the students in the university and to measure the satisfaction level. There is no correct answer of any question. It is purely based upon one's perception. However, it is mandatory for the participants to accurately answer all the questions for the correct analysis of the domains.

SECTION 1. GENERAL INFORMATION		
What is your • Male • Female	What is course? • Graduation • Post- • Doctorate	Which year? • 1 • 2 • 3 • 4

What are you? • Day Scholar • Hosteler	Which hostel to you live in?	What is your current CGPA?
What is the mode teaching that you prefer? • White Boards • Presentations • Combined	Are your teachers audible in your class? • Yes • No	Is white board visible? • Yes • No
If you are college again, would you Choose this college again? • Yes • No	Does the strength of your class affects The quality of teaching? • Yes • No	Is discipline well maintained in class? • Yes • No
Are any observed within college campus? • Yes • No	Have you been a member of student club/ organization? • Yes • No	Is guide available you? • Yes • No

SECTION 2. OVERALL SATISFACTION LEVELS
Satisfaction Rating
1 – Very Dissatisfied 2- Somewhat Dissatisfied 3- Neutral
4- Somewhat Satisfied 5- Very Satisfied.
How satisfied are you with:

The orientation program/ awareness program provided when you were a new student at this college (eg. New student orientation activities, different block locations, timetable, schedule of classes)?	Out of class experiences Organized (eg. Members of student clubs, participating In sports, participating in organized cultural or social activities)?	Your informal participation out of class (e.g. attending plays, hearing speakers, having informal student discussions)?
Fees structure of your college?	The academic procedure that is being followed?	The extent to which faculty follows the methods like class presentations, Assignments or Discussions to increase the Productivity of students?
The safety and security at your campus?	The quality of teaching?	Your opportunity to participate in independent research project with a faculty member?
The syllabus that is structured for your course?	The classroom/ lab facility?	Your opportunity to participate in a study abroad program?
The opportunities to Meet the faculty outside the classroom?	How well are you Able to correlate while the teacher is teaching?	The approach with which the college authorities deal the grievances of students?
The availability of courses to make progress towards your degree?	The schedule of your classes ?	The campus resources for students (such as scholarships, reductions in fees with low income or good Grades scoring students)?

The use of technology in your class (like projectors, different android applications)?	With the campus bookstore?	The internet facilities at your campus?
Accessibility of your teachers (by emails, Phone calls)?	The student financial aid services (like funding of projects)?	The medical services?
Overall quality of examination procedure?	The campus library services?	The recreational facilities(gym, swimming pool) in campus?
The placement drives in campus?	The food services provided i	

SECTION 3. NUMERAL QUESTIONS		
What is the strength of your class? •<30 •30-70 •70-100 •100-150 •>150	When are most of Your classes scheduled? •8am-4pm •10am-5pm •12 noon- 7pm	How many faculty/ Staff members do you know well whom you can ask for a personal or a professional advice ? •Zero •1-3 •4-6 •7-9 •10 or more

SECTION 4. HOSTEL FACILITIES
1 – Very Dissatisfied 2- Somewhat Dissatisfied 3- Neutral
4- Somewhat Satisfied 5- Very Satisfied.
How satisfied are you with:

The overall hostel facilities?	The cleanliness of hostel rooms?	The bedding provided in hostels?
The basic requirements in Hostel (like water purifiers,washing machines)?	The hostel mess food?	The timings of food availability in the mess of your hostel?
The internet facilities in your hostel?	The other basic facilities in your hostel (gym, lift)?	

SECTION 5. ESTIMATE THE NUMBER OF TIMES
•Zero times •1-2 times •3-4 times •5-6 times •7 or more

Worked on academic research with faculty outside the class? (1 project = 1 time)	Participated with faculty members on activities other than course work (eg. Student organization, out of class activities)?	Attended a lecture Outside class (university sponsored speakers/ presentations)?
Attended a cultural event (art exhibition, plays, dance or Theatre	Participated in spiritual/ religious activities on/off campus (worship, meditation, prayer)?	Attended an athletic event?
Participated in community events or organizations (like IEEE, ACM)?	How many class sessions do you skip in an average week ?	

SECTION 6. HOW MANY HOURS DO YOU SPEND?

•Zero •1-5 hours •6-10 hours •11-14 hours •15		
Working (for pay) on/ off campus?	Studying / doing homework/	Voluntarily practicing in community
Exercising or practicing in clubs or sports?		

SECTION 7. FEEDBACK IN WORDS

IV. RESULTS AND DISCUSSION

Four hundred and thirty-eight (438) students took part in this survey. One hundred and twelve (112) students were day scholars, and three hundred and twenty-six (326) were hostlers. It has been found that 49.53% of the total students are moderately and exceedingly satisfied and 33.10% were on standardly satisfied with the services offered at the university as summarized in Table1.

Table 1. Rating offered by the students.

Ratin	Number	Percent
1	15	3.42
2	61	13.92
3	145	33.10
4	157	35.84
5	60	13.69
	Total = 438	

It has been concluded that 47.32% of the day scholars are averagely satisfied, 37.49% were moderately and massively satisfied by the services offered at the university as summarized in Table 2

Table 2. It summarizes the ratings taken as input by the day scholars.

Rating	Number	Percentage
1	6	5.3
2	11	9.8
3	53	47.32
4	32	28.57
5	10	8.9
	Total = 112	

It has been observed that 28.22% of the hostellers are moderately satisfied and 53.67% were highly satisfied with the basic amenities offered at hostel and with the services offered at the university as abridged in Table 3.

Table-3-It summarizes the ratings taken as input by the hostellers.

Rating	Number	Percentage
1	9	2.76
2	50	15.33
3	92	28.22
4	125	38.34
5	50	15.33
	Total = 326	

VII. CONCLUSION

This research work successfully compiles the survey that is conducted at the university. It is found that the students are fairly satisfied by the services offered at the university. While comparing day scholars and hostellers, it is concluded that the students opting for hostel are more contended. Extending to future lines, this work can be elaborated to find the factors that contribute more in the overall satisfaction level. Various other modes of teaching can be taken into consideration to determine the satisfaction rate. The feedback taken as input by the students can be analyzed by the positive and negative reviews by applying different approaches. Various data mining approaches can be applied to investigate the retention and faithfulness of the students towards the university.

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