STUDENTS’ SATISFACTION TOWARDS TEERTHANKER MAHAVEER UNIVERSITY: A STUDY WITH SPECIAL REFERENCE TO TMIMT

Prof. Vipin Jain  
Principal  
TMIMT, TMU, Moradabad- India

Dr. Mosam Sinha  
Associate Professor  
TMIMT, TMU, Moradabad- India

Abstract:
The paper aims to know “Student satisfaction towards Teerthanker Mahaveer Institute of Management & Technology. The paper is survey based and the respondents are the students of BBA, B.Com and MBA of Teerthanker Mahaveer Institute of Management and Technology. Fifty students were randomly selected to be the respondents. It was very interesting to study the students’ satisfaction towards the college. Even the students were interested in answering the questionnaire. The questions asked in the questionnaire are very general and obvious. These questions can be asked in regard to any college by anyone to judge the institution personally. Students didn’t give a second thought while answering any question (as personally observed by the researchers).

Introduction

Customer satisfaction gives a leading indicator of consumer purchase intentions and consumer loyalty. Customer satisfaction data are used twofold and are among the most commonly collected indicators of market perceptions.

In the organizations, the collection, analysis and circulation of these data send a message about the concern of leading to customers and ensuring that they have the best experience with the company's goods and services. Sales or market share can indicate how well a firm is performing currently but satisfaction is conceivably the best indicator of how inclined it is that the firm’s customers will make more purchases in the future. Researchers have focused on the relationship
between customer satisfaction and their retention. Studies indicate that the excrescences of satisfaction are strongly substantiated at the extremes.

On the scale of one to five "individuals rating their satisfaction level as '5' are inclined to become return customers and might even proclaim for the firm. A second important metric related to satisfaction is willingness to recommend. These are the percentage of surveyed customers who indicate that they would recommend a brand to friends. When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This is a powerful marketing advantage. Customers who rate their satisfaction level as '1' are less likely to return. They can hurt the company by making negative comments about it to prospective customers.

It’s a competitive academic environment these days. Students have many educational institutions available to them. Factors that can enable institutions to attract and retain students should be seriously studied. Higher education institutions wanting to gain competitive edge may need to begin searching for effective and new ways to attract, retain and maintain stronger relationships with students. As a private organization, it depends on the interaction and mechanism of the market. As a result, competition is more intense and being a private institution, it does not receive any subsidies or financial assistances from the government to attract students.

TMU and TMIMT undertake various measures to attract and retain students by attaining their satisfaction. The university provides good infrastructure organizational base, organizes cultural events, and provides various amenities for recreation and refreshment. The remarkable assets of the university which are oriented towards student satisfaction are as follows-

- Approx 14000 students from almost all States of India are there.
- Brilliant infrastructure on 135 acres of land.
- More than 4, 65,000 sq.mt. (50, 00,000 sq.ft.) area.
- A multispecialty hospital in the campus.
• Separate hostels for boys and girls accommodation more than 4600 students.

• On-campus residential accommodation for 200 employees.

• Modern air-conditioned auditorium with 550 seating capacity.

• An Indoor sports stadium for basketball, volleyball, badminton, tennis, table tennis, squash & yoga.

• Air-conditioned Gymnasium with state-of-the-art fitness centre.

• Absolutely Ragging Free Campus.

• 24 Hrs. power and water supply.

• Four well equipped language labs to improve communication skills.

• Special mentor-Mentee initiative for balanced growth and development of students and grievance redressal.

• Regular Interactive sessions with personalities from industry and academia.

• Strong industry-university interface for training and placement.

• Liberal scholarship schemes on merit basis.

• Subscription to 396 print research journals and EBSCO database having online access to 7455 research journals.

• Member of National Knowledge Network, an initiative by Govt. of India to connect all the universities and institutions of higher learning to share academic resources.

• Tie-ups and collaborations with Construction Industry Development Council (CIDC), Amtek Auto Ltd., CISCO, Indian Institute of Logistics, CMS, IL&FS-Skills, Microsoft IT Academy, IBM, Manipal-City & Guilds Skills Training Pvt. Ltd., Oracle, Red-Hat, National Stock Exchange of India Ltd., SIDCUL Manufacturing Association(SMA), Asian Institute of Medical Sciences, Tata Consultancy Services, Sol Bridge International
Business School (South Korea), Polytech Nantes (France), Tabesh University (Afghanistan), University Jean Moulin Lyon3 (France), University of Regina (Canada), VANIER College (Canada) & London School of Training, London (U.K.), Metro Cash & Carry, Shoppers Stop and MBA (Corporate) program being run with the support of Reliance India.

- Recognized by Unit Grant Commission of India and Accredited by International Accreditation Organization (IAO), USA.


**Objectives of the Study**

- To find out the satisfaction level of the management and commerce students of TMIMT towards the institution and TMU as a whole.

- To study the perception of students towards TMIMT.

- To study the students’ attitude towards TMIMT.

**Research Methodology**

<table>
<thead>
<tr>
<th>Data type</th>
<th>Qualitative, Primary and Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling Unit</td>
<td>Under Graduate and Post Graduate students of TMIMT</td>
</tr>
<tr>
<td>Sampling Type</td>
<td>Convenient sampling</td>
</tr>
<tr>
<td>Sample Size</td>
<td>50</td>
</tr>
<tr>
<td>Research tool</td>
<td>Questionnaire</td>
</tr>
<tr>
<td>Type of Research</td>
<td>Descriptive Research</td>
</tr>
<tr>
<td>Data Collection Method</td>
<td>Questionnaire</td>
</tr>
<tr>
<td>Area</td>
<td>TMU, Moradabad</td>
</tr>
</tbody>
</table>
Results

- 74% are satisfied with the environment of TMIMT.
- 84% are satisfied with the teaching procedure carried in TMU.
- Overall 84% students are satisfied with the teaching procedure.
- 54% of the students find the faculty to be good.
- 38% of the students think there is biased behavior of teachers towards students.
- 54% of the students say the infrastructure to be good.
- 72% find the cultural events in TMIMT to be entertaining.
- 78% accepts that TMIMT has brought development in them and enhanced their skills.
- 56% are satisfied with the discipline of TMIMT.
- 48% agree that the rules and regulations of TMIMT are good.
- 68% would suggest some other student to study in TMIMT.

Conclusion

After conducting the survey regarding the satisfaction of student towards TMU and TMIMT precisely in the TMIMT campus (city campus) of Teerthamber Mahaveer University, Moradabad, the researchers inferred that the students were having considerable amount of satisfaction with being a student of TMIMT. The main reason behind this is the quality of education and college life TMIMT offers to its students.

By this research it is analysed that which satisfies the students the most is the Environment of TMIMT and the teaching procedure carried in TMIMT. Teaching in TMIMT is classroom based. Students are taught with the help of white boards and projectors. The teaching procedure in post graduate courses is better than that carried in Under Graduate courses. The students judge the faculty with their judgmental senses and find them to be among the ranks of very good, good and average. No faculty of TMIMT is poor in his/her performance. Most of the faculty members are from corporate background, thereby enabling students to acquire knowledge required by industry helping them to have better career. The Evaluation system of TMIMT is so designed that every semester has class tests of all subjects three times, out of which the marks of best two are
included in result, followed by External examination. Students are aware that this evaluation system will help have a good amount of knowledge of their subjects and are willing to follow it.

The cultural events held in TMIMT are a success as the students find them entertaining. They agree that TMIMT has brought development in them and has enhanced their skills. Cultural events have a good share in developing the skills of TMIMT students. I, being a student of TMIMT, personally agree to this statement. Students feel that the rules and regulations are too strict, however there are students who are satisfied with the discipline and rules and regulations. There are a significant number of students who will not recommend TMIMT to other students. This is a topic of concern as word of mouth communication is as important as other marketing agents.

References

✓ www.tmu.ac.in
✓ http://en.wikipedia.org/wiki/Research_design
✓ http://korbedpsych.com/R06Sample.html
✓ http://en.wikipedia.org/wiki/Descriptive_research