

**A survey of student satisfaction levels with educational services offered by Kenya polytechnic.
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Tabitha W. Waithaka

Department of Marketing and Management

ABSTRACT

The Kenya Polytechnic had at its inception enjoyed near monopoly in training middle level manpower. Recent changes in the marketing environment seem to heighten the level and character of competition hence the need to focus on service delivery aspects to ensure customer satisfaction. The objectives of the study were to determine the extent to which students were satisfied with educational services offered by the Kenya Polytechnic and also establish whether students' satisfaction levels vary among the departments. To achieve these objectives a stratified sample of 400 full time students was surveyed using a semi-structured questionnaire, out of the 400 targeted respondents, 325 were surveyed representing a response rate of 81%. The data collected was analyzed using percentages, means and standard deviations. Graphic displays were used to amplify the results of the study. Results of the study indicated that, overall, students were satisfied and are likely to enroll for an advanced course and also recommend the educational service offered by the institution to others. The overall mean rating of satisfaction dimension suggests that students are neither extremely satisfied nor extremely dissatisfied with the six dimensions of customer satisfaction that were considered. Of the six dimensions of satisfaction considered, the data shows the mean satisfaction rating for the price of services as satisfactory suggesting that the price of services offered is a key influence on the satisfaction judgment of respondents. Other significant influences on the customer's satisfaction judgment include the performance of employees and customers expectations. An analysis of the satisfaction levels among departments indicated respondents were satisfied with the services offered in one department and rather dissatisfied with services offered in the rest of the departments. However, respondents did not rate any of the departments as being extremely dissatisfactory or extremely satisfactory. The study recommends that clarity should be enhanced on what is expected of students as well as information on assessment and assessment dates. The school should also continuously monitor the satisfaction levels of customers, the institution can obtain valuable feedback on the various aspects rated as dissatisfactory and craft strategies that may lead to higher levels of satisfaction, loyalty and customer retention.

Key words: Student satisfaction level, educational services, department, Kenya polytechnic.

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