

EXPLORING INFLUENTIAL FACTORS FOR STUDENTS' SATISFACTION AT RAJARATA UNIVERSITY OF SRI LANKA

K.S.M. Fernando^{1,*} and A.K. Anjala²

^{1,2}*Department of Business Management, Faculty of Management Studies, Rajarata
University of Sri Lanka*

*Corresponding author (Email: sonalifdo28@gmail.com)

ABSTRACT

Higher education in Sri Lanka is pivotal for national development, and student satisfaction serves as a critical indicator of educational quality. Accordingly, this study aims to identify and assess the key factors influencing student satisfaction among undergraduate students at the Rajarata University of Sri Lanka. Based on the literature, five primary factors influencing student satisfaction were identified: quality of academic staff, quality of degree programs, university facilities, medium of education, and accommodation facilities. These factors were explored through a quantitative approach, utilizing a structured questionnaire administered to 370 first-year students via online platforms using a stratified sampling method. Data analysis included descriptive statistics, correlation, and regression analysis to understand the relationships and predictive power of these variables on student satisfaction, using SPSS version 23. Accordingly, the findings of the correlation analysis indicated a strong positive correlation between the quality of academic staff, quality of degree programs, university facilities, medium of education, and accommodation facilities and overall student satisfaction, with significant values less than 0.05. Moreover, according to the regression analysis, the R-squared value was 0.88, indicating that 88% of student satisfaction was statistically explained by the independent variables of the study. However, only the variables quality of degree programs ($\beta = 0.232$), medium of education ($\beta = 0.286$), and accommodation facilities ($\beta = 0.327$) were shown to have a significant positive impact on student satisfaction, with significant values less than 0.05. Here, accommodation facilities ($\beta = 0.327$) were the most influential factors affecting student satisfaction. Consequently, this study emphasizes the importance of focusing on these factors to enhance student satisfaction and improve educational outcomes. Furthermore, these findings offer valuable insights for higher education management. This study addresses the gap faced by undergraduates across all faculties and provides actionable recommendations for policymakers and university administrators aimed at enhancing educational quality and student satisfaction in Sri Lanka and beyond.

Keywords- Barriers, higher education, Rajarata University of Sri Lanka, student satisfaction, undergraduates