



The Effect of Value Creation on Student Satisfaction in Higher Education Institutions in Lebanon

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Abstract: The purpose of the study is to check the effect of value creation on student satisfaction at universities in Lebanon. The paper used the questionnaire to cater the level of satisfaction in universities. The correlation was measured to see the positive relationship between the value creation and student's satisfaction. The results shows that the most important aspects were those associated with teaching and learning, while the least important were those associated with the physical facilities. This study helps to improve the policies of Lebanese university to enhance the value creation and to attract more students.

Keywords: Value Creation, Student's Satisfaction, Higher Education, Lebanon

1. INTRODUCTION

The educational institutions are considered as learning environments where two ways of communication and learning occurred. This active interaction can be positive or lead to less advantageous depending on multiple factors. The physical factors vary effecting level of satisfaction of the students. In countries where education is the integral part of socio-economic structures, level of satisfaction is crucial for achievements. From the kinder gardens till the higher education fierce competitions propels the authorities to create value for their own sustainability in the market.

Value creations from the aspect of students are getting importance day by day. It is considered worthwhile and their opinion is collected by questionnaire to express their satisfaction level as feedback.

In Lebanon and many other European countries (Crawford, 1991) students are considered as primary customers in the universities to deliver higher education. The path of delivery of education comprises of direct recipients (students) without any mediators. At the end of their degree, feedback is collected which represent value creation and helps in image building of university. Image has a robust impact on the retention of current students and the attraction of potential students (James et al, 1999).

Dissatisfaction leads to low retention rate of students in the university which will adversely affect the funding and profitability of universities (Rowley, 2003). The objective of the study is to measure the satisfaction level of students by judging multiple factors that can incorporate in increasing or decreasing value creation.

2. LITERATURE REVIEW

State of satisfaction gained when individual goes through the process of certain actions and as an outcome the required expectations are fulfilled (Kotler and Clarke, 1987). Student satisfaction is achieved when perceived performances are match with the expectations. In universities where students come with certain high expectation the level of satisfaction is also difficult to determined (Palacio, Meneses and Perez, 2002). There is no model for measuring student's satisfaction. The contradiction is customer satisfaction models are used to determine the students level of satisfaction (Hom, 2002). In universities where students are considered as customers, because they are the fee

payers and as a result can demand their point of view to be considered (William, 2002). Different universities are performing customer relationship management strategies (Levitt, 1960) whereby they observe the behaviour of students, examine their expectations and try to adjust to their behaviour and examination (Venoos and Madadiyekta 2005). This process allows universities to identify which students are satisfied depending on their initial expectation, and increase the desired student segment.

Satisfaction leads to happy outcome. Cropanzano and Wright (2001) examined that “happy people notice opportunities; unhappy person is less likely to take risks when something precious is in short supply. Butcher, George, & Link, (1993) has suggested that life satisfaction represents an overall attitude, composed of components of satisfaction in various domains of life”. Multiple factors affect the level of value creation (Gunawardena and Zittle, 1997). Instructors also may play a modest role in class design and flexibility, much of the influence potential rests with administrators and students themselves. The satisfaction can be enhanced by offering flexible course and making availability of instructor with technical support and advance technological course contents (Watson and Michaelsen, 1988). The technique of elaborating the contents also depends on teacher.

The concept of value creation has not only affected the business world but also the educational institutions around the globe. From the kinder gardens till the higher education fierce competitions propels the authorities to create value for their own sustainability in the market.

The concept of value creation in students were mentioned by Japanese educator and philosopher Tsunesaburo Makiguchi (1871-1944). “The enduring happiness earned from the education and university. Considering the lifelong happiness of learners to be the authentic goal of education, he structured his educational philosophy and efforts toward developing the value-creating potentialities of students”. (Gebert and Joffe, 2007)

3. METHODOLOGY OF STUDY

The primary method of data collection was applied to measure the satisfaction against the services provided. The more the satisfied students more value will be created. The questionnaire is consist of two parts. First one deals with the demographics and the second one is various categories services provided. SPSS was used to analyse the answers and interpret the correlations.

4. RESULTS AND ANALYSIS

The reliability of the scale was evaluated using Cronbach’s alpha coefficient, with a coefficient of 88%. After determining the validity and reliability of the scales, the questionnaires were distributed to participants who are the students of the 5 major universities in Lebanon selected on the basis of maximum students.

The majority of the respondents to the survey were males with a percentage equal to 55%, and the percentage of females is equal to 45%. The respondents that were aged less than 18, had a percentage of 11.3%. 31.8% were aged between 18 and 22. 39.1% were aged between 23 and 27. 17.9% were aged 28 or more. 66.9% of the respondents had a bachelor degree. 13.2% of them had master’s degree and 19.9 had other than these two degrees. The study shows that the majority of our respondents with a percentage of 60.9% agreed that the level of life satisfaction affects the student performance in the classroom.

72.8% is the percentage of the respondents who agreed with that the group examination produce positive outcomes, which is the same opinion as Reinig, Horowitz and Whittenburg (2012). The majority of the respondents with a percentage of 47% agreed with this statement, and 39.7% of them strongly agreed, so these two are high percentages.

According to the results 57% of the respondents agreed that a workload have an impact on student satisfaction in a negative way if it’s too demanding.

5. CORRELATIONS

Correlations were created among different variables and the numbers are analyzed below.

- Males tend to believe that E learning could enhance student’s success and satisfaction more than females, because there’s a positive correlation between these two variables (0.187*).
- We realize that the adults believe that the group examination produce positive outcomes (reduce anxiety, improve cognitive processing...) 0.199*, they also tend to believe that the course instructors, have the ability to influence students experiences and satisfaction (0.164*),

and finally with that the universities are measured not just by their majors but also by the quality of campus services (0.166*), the age is positively correlated with these 3 sayings.

- The level of education is positively correlated with that the universities are measured not just by their majors but also by the quality of campus services (0.170*) which means that students who have masters degree believe that the quality of campus services plays a major role in measuring universities.
- The students studying in private schools are with the saying that says, universities are measured not just by their majors but also by the quality of campus services. They are positively correlated (0.180*).
- The students who agree that the level of life satisfaction affects the student performance in the classroom believe that universities should maintain a healthy relationship with the parents by organizing regular meetings with parents to discuss their concerns(0.162*), and that personal values play a major role when it comes to students' loyalty and satisfaction in high education(0.161*), and finally they tend to believe that the community effect of the university affects students' satisfaction and thus performance(0.187*). This analysis was done because these statements are positively correlated.
- There's a positive correlation between that the group examination produce positive outcomes and with that universities should adopt effective customer relationship management strategies to achieve student satisfaction (0.168*) and, which means that the students who agree with the use of group examination are with the adaptation of CRM.
- The students, who agree that course instructors, have the ability to influence students' experiences and satisfaction tends to the statement that says: a workload that is perceived as too demanding can have a negative impact on student satisfaction (0.178*). They are positively correlated.
- A workload that is perceived as too demanding, can have a negative impact on student satisfaction is positively correlated with the availability of services at a level that exceeds students' expectations in order to avoid financial implications (0.177*) and also with that the personal values play a major role when it comes to students' loyalty and satisfaction in high education(0.163*), which means that the students who agree with the workload statement believe that the services should be available at a level that exceeds expectations, and they believe in the major role that personal values play in students' satisfaction.-
- The students, who agree with that the recreational facilities create more loyalty to the universities, tend to believe in the sustainability of a uniform standard of service performance in order to increase students' loyalty. They are positively correlated (0.204*).
- The students who agree that universities are measured just by their majors but also by the quality of campus services believe that universities should sustain a uniform standard of service performance in order to increase students' loyalty (0.191*), and that the personal values play a major role when it comes to students' loyalty and satisfaction in high education (0.199*), and finally agree with the statement that says that E learning could enhance students' success and satisfaction (0.205*). These 3 statements are positively correlated with the measurement of universities by their quality of campus services.
- Universities should provide services at a level that exceeds students' expectations in order to avoid financial implications is positively correlated with the statement that says that the E learning could enhance students' success and satisfaction (0.166*), which means that the students who agree with the availability of services believe that E learning is very important in students' success and satisfaction.
- Universities should maintain a healthy relationship with the parents by organizing regular meetings with parents to discuss their concerns is positively correlated with that the community effect of the university affects students' satisfaction and thus performance(0.180*), it means that students who agree with the healthy relationship with parents believe in the community effect.
- And finally we see a positive correlation between that the universities should sustain a uniform standard of service performance in order to increase students' loyalty and that the

personal values play a major role when it comes to students' loyalty and satisfaction in high education(0.172*) table no.1. So the students, who agree with the importance of a uniform standard of service performance, believe that personal values play a major role in students' loyalty and satisfaction.

Table1

Variable	Mean
Universities are measured not just by their majors but also by the quality of campus service.	3.28
Course instructors have the ability to influence students' experience and satisfaction.	3.21
Universities should adopt effective customer relationship management strategies to achieve student satisfaction.	3.05
E-learning could enhance student's success and satisfaction.	3.05
Universities should provide services at a level that exceeds student's expectations in order to avoid financial implications.	3.05
Group examination produces positive outcomes. (reduces anxiety, improve cognitive processing...etc.)	3.03
Recreational facilities create more loyalty to the university.	3.03
The community effect of the university affects student's satisfaction and thus their performance.	3.00
Personal values play a major role when it comes to students' loyalty and satisfaction in high education	2.97
A workload that is perceived as too demanding can have a negative impact on students' satisfaction.	2.93
Universities should sustain a uniform standard of service performance In order to increase student's loyalty.	2.83
Universities should maintain a healthy relationship with parents by organizing regular meetings with them to discuss certain concerns.	2.58
The level of life satisfaction affects the student performance in the classroom.	2.57

6. CONCLUSION

As a conclusion, after finishing the study and analysing the results, more concepts about the satisfaction factors that affect university students nowadays were detected. The quality of campus, course instructors, effective customer relationship management, E-learning, services availability, group examination, recreational facilities, and the community effect are all important factors in increasing students 'satisfaction and performance, so universities and students should focus on them to reach their desire.

7. LIMITATIONS

Although the research has reached its aims, there were some unavoidable limitations. First because of the time limit, this research was conducted only a small size of population. Therefore, to generalize the results for larger groups, the study should have involved more participants maybe from different cities and ages, we tried to reach more regions and students attending more universities but this didn't fully succeed. Second, the access to people was a little difficult because not all the people who receive the survey responded. Third, the study was only in Lebanese society, that's why it was only the opinion of some Lebanese respondent, and for sure the opinion will be different in other societies, but because of out limited resources we couldn't expand it.

RECOMMENDATIONS FOR FUTURE RESEARCH

It's recommended that such a study should be addressed to a larger population including, more age groups and clear differentiation between public and private universities. If the resources exist the try to expand more globally is a must and the study could be more interested.

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QUESTIONNAIRE

- Age, gender, type of school,
- Group examination
- Level of life satisfaction
- Course instructors, have the ability to influence
- a workload have an impact on student satisfaction in a negative way if it’s too demanding
- Recreational facilities create more loyalty to the university
- Universities are measured not just by their majors but also by the quality of campus services
- Universities should adopt effective customer relationship management strategies to achieve students’ satisfaction
- Universities should maintain a healthy relationship with the parents by organizing regular meeting with parents to discuss their concerns.
- - Universities should sustain a uniform standard of service performance in order to increase students loyalty.
- Personal values play a major role when it comes to students loyalty and satisfaction in high education.
- The community effect of the university affects students satisfaction and thus performance.
- E learning could enhance students success and satisfaction

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