SURVEY OF STUDENT’S SATISFACTION ABOUT THE EDUCATION QUALITY AT UNIVERSITY OF ECONOMICS AND BUSINESS - 2013

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We conducted a research with consideration of 4 criteria supposed to have effect on the education quality in the case of University of Economics and Business. Among these criteria, there are 3 elements have effects on the student satisfaction with. They are Facilities, Curriculum and Serving quality of officers and staffs. The lecture quality was found not critical.

Through the research and testing process of regression model, these 3 proposed elements were proved to be appropriate and meaningful in term of statistics. The model matched with collected data. Among 3 element identified in the research, the level of affection on student satisfaction is verify. Specifically, the Curriculum (Beta = 0.357) is the most important section to be considered, the second is Facility (Beta = 0.330), and the last is Serving quality of officers and staffs (Beta = 0.224).

According to the research result, Lecturer quality element does not affect the satisfaction of student at University of Economics and Business – Vietnam National University. We conducted a hypothesis to explain this phenomenon, it is because: University of Economics and Business – Vietnam national University is a prestigious university in Vietnam therefore, the quality of lecturer is obviously guaranteed. The satisfaction of high quality lecturers has already been formed before the students choose University of Economics and Business – Vietnam National University. The strongest impact to the satisfaction of the students here is the Curriculum factor and the least is Facilities. The reason is because, before making a choice of their future university, students always place the best priority on the Curriculum, whether it matches their expectations or not? ... Thus, it is easy to understand why curriculum element is the strongest element that affect to the student’s satisfaction. For the serving quality of officers and staffs, the impact is not very much. It is because students do not interact with them frequently. Therefore, in comparison with the criteria mentioned above, the serving quality of officers and staffs are not significant. And finally, the Facilities have minimal impact on the satisfaction of
students because students pay more attention to the quality of training, ability to service officials, rather than the facilities, and it was not a major factor to assess their satisfaction.

The research results affirmed significant level of the proposed elements. However, the quality of training is not stable because it depends on the feeling of students. Therefore, based on the real conditions of each training unit, they need some adjustment concepts and scale accordingly. Moreover, students' satisfaction about the education quality also depends on many external factors that need to be concerned for having a full understanding.