



STUDENT SATISFACTION OF ONLINE COUNSELING - A DESCRIPTIVE ANALYSIS

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Abstract: *This paper investigates students' satisfaction in online off-campus counseling for admission to engineering courses in the state of Madhya Pradesh, India. A survey was conducted via online at www.onlinecounselingsurvey.in during counseling process. Respondents were selected by simple random sampling procedure. The researchers used SPSS as a statistical tool to furnish data input and analysis for assessing satisfaction level of students' towards the counseling. The results show that students and their parents highly satisfied with the process due to saving of time, money and efforts.*

Keywords- *Admission, Counseling, Satisfaction*

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INTRODUCTION

The Department of Technical Education, Madhya Pradesh has started online admission to engineering institution through online off-campus counseling process in the year 2010.[2,3] Previously, face to face counseling (On campus) was conducted by Rajeev Gandhi Technical University at four major cities in Madhya Pradesh i.e Bhopal, Indore, Jabalpur and Gwalior. Due to heavy rush at one point and long queue at counseling location, candidates do not get enough time for selection of streams and institutions, they were bounded to opt the stream and institution whatever was available & shown to them on paper chart/computer screen by the counseling team. It is also difficult for managers to manage within the limited resources, it becomes more difficult for female candidates and parents when time runs out and they kept waiting for their turn for counseling over night. This problem has been overcome by internet based online off-campus counseling. Andrea Insch, Benjamin Sun (2013), found that students at the university of Otago perceive accommodation, socialising and sense of community, safety and cultural scene as the most important attributes of their host university city. [4] Dubey et al. (1983) in their study entitled, "Job Satisfaction and Need Hierarchy among Bank Officers", observed that both the satisfied group and dissatisfied group ranked money and status as the two most satisfying factors on the job.[5] Sinha and Sharma (1992) in their study entitled, "Union Attitude and Job Satisfaction in Indian Workers", underlined that employees who are seldom absent were more satisfied with their jobs.[6] Yi, Youjae (1991) found that higher customer satisfaction leads to greater customer loyalty.[7] DeShields Jr. et al. (2005) found that students with positive experience about the quality are prone to be more satisfied than students those are not satisfied.[8] Eom *et al.* (2006) also found significant and positive relationship between level of student's satisfaction and his success ration; and it was found that students who were successful were having higher level of satisfaction with the academic institution.[9] Gruber *et al.* 2010, If the students are satisfied with the institution that reflects that students have positive perception regarding service quality of academic institution.[10] Low (2000) also concluded that provision of better quality services is key source of lure, satisfy and retain students, which in result have direct bearing on financial resources, security of job and viability of educational institution.[11] Navarro *et al.* 2005 & Schertzer, C.B. and Schertzer, S.M.B. (2004) investigate in his study that students assess the quality of institution on the grounds



of tangibility (teachers), reliability and responsiveness (methods of teaching) and management of the institute and these factors have direct bearing on the satisfaction level of students.[12][13] Helgesen and Nettet,2007; Gruber, Fub, Voss, and Glaser-Zikuda, (2010) expressed that word-of-mouth communication from satisfied students to their friends, acquaintances, and relatives can help many academic institutions to attract new students. These satisfied students could go back to their previous academic institutions to study further or take other courses.[15] Hasan, Ilias, Rahman, and Razak (2008) reported that student perceived service quality positively influenced student satisfaction. [16] Kao (2007) reported that in academic institutions, student perceived quality affects student satisfaction more than perceived price fairness.[17] Sapri, M., Kaka, A., & Finch, E. (2009) examines students' priorities with respect to their satisfaction with facilities services offered at higher educational institutions .[18] Humaira Jahan, et.al (2014) used the SERVQUAL items for solving the customer problems, service delivery on time, quick response to customer request, safe transactions, personal attention and understanding the results of the customers satisfaction were the main focus of the study.[19]

RESEARCH OBJECTIVE

The main objectives of this research study are:

To find the students satisfaction regarding to the following statements-

- 100% transparency in allotment of seats in counseling process
- Online counseling follows the M.P State reservation policy
- Online counseling saves time, money and effort to the stake holders.

RESEARCH METHODOLOGY

The analysis of this research is based on primary data. Survey research technique was utilized to analyze all stakeholders' observation towards the counseling process. A survey was conducted via online at www.onlinecounselingsurvey.in and 437, 436 and 449 responses from students in the year 2010-11, 2011-12 and 2012-13 was received. Five-point Likert Scale (1= Strongly Disagree, 5 = Strongly Agree) were asked to the respondents to conduct the survey. The researchers used SPSS as statistical tools to furnish the data input and analysis.



DATA ANALYSIS

The demographic profile provides an overall view of characteristics of the students of Madhya Pradesh considering only the academic year 2010-11. As depicted in Table1, among 437 respondents 81.5% were male and 18.5% were female respondents. This table also indicates that most of the respondents are at least Hindi medium (54.23%) having qualification of state board (66.13%) and majority of the respondents are in the age group of 17-19 years (84%). The majority of urban participants (72.54%) were giving their opinion about the questionnaire that is unreserved categories (53.08%). Table also shows that statement wise average value of satisfaction out of 5. The result shows that majority of students are highly satisfied with all the three statements due to their measured average value is more than 4.

Table 1: Demographic Factor of Students Respondent

Variables		Frequency	Percentage	Mean		
				Statement 1	Statement 2	Statement 3
Gender	Male	356	81.46	4.25	4.34	4.31
	Female	81	18.53			
Age	17-19	367	83.98	4.51	4.37	3.87
	20-22	68	15.56			
	23-25	2	0.45			
Residence	Urban	317	72.54	4.35	4.4	4.37
	Suburban	101	23.11			
	Village	19	4.34			
Category	UR	232	53.08	4.34	4.38	4.37
	OBC	145	33.18			
	SC	41	9.38			
	ST	19	4.34			
Board	CBSE	112	25.62	4.31	4.37	4.32
	State	289	66.13			
	Other	36	8.23			
Medium of Exam	English	200	45.76	4.26	4.34	4.33
	Hindi	237	54.23			

Source- Primary Data

In order to gain an insight into the topic and to gather the right information needed for this research paper, Table 2 shows the statistical results of students respondents about the statements which is computed in SPSS.



Null Hypothesis: There is no significant difference between the agreements of the respondents regarding 100% transparency in allotment in counseling process; online counseling follows the M.P State reservation policy and online counseling saves time, money and effort to the stake holders.

Alternate hypothesis: There is a significant difference between the agreements of the respondents regarding 100% transparency in allotment in counseling process, online counseling follows the M.P State reservation policy and online counseling saves time, money and effort to the stake holders. Chi-Square test of goodness of fit with respect to uniform distribution has been applied for all the three years and the test results are-

Table 2: Test Statistics

Statement No.	Statistics	Year wise Student Response			Parents Response
		2010-11	2011-12	2012-13	
1	Chi-Square	556.261 ^a	567.716 ^b	507.826 ^c	297.964 ^a
	df	4	4	4	4
	Asymp. Sig.	.000	.000	.000	.000
2	Chi-Square	523.767 ^a	592.876 ^b	599.051 ^c	
	df	4	4	4	
	Asymp. Sig.	.000	.000	.000	
3	Chi-Square	554.247 ^a	520.261 ^b	593.929 ^c	
	df	4	4	4	
	Asymp. Sig.	.000	.000	.000	

Source- Author Calculations

a. b. c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 87.4, 87.2 and 89.8 in respective years for student's respondents

RESULT & DISCUSSION

The results of this empirical study show that student at the state of Madhya Pradesh highly satisfy with the counseling process, transparency in allotment of admission and reservation policy of the state. From the table above, the chi square values for student respondents in 2010–11, 2011–12 and 2012–13 were 556.261, 567.716 and 507.826 with their corresponding p value were 0.000<0.05. Since the p values were less than 0.05, we conclude that there is a significant difference between the agreements of the respondents regarding 100% transparency in allotment of seat in counseling process; online counseling follows the M.P State reservation policy, Online counseling saves time, money and effort to the stake holders for all the three years.

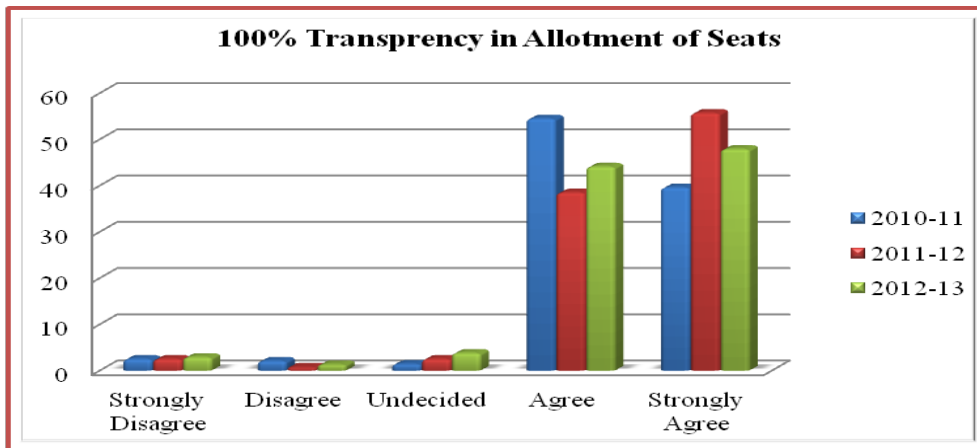


Figure: 1 Satisfaction of allotment process

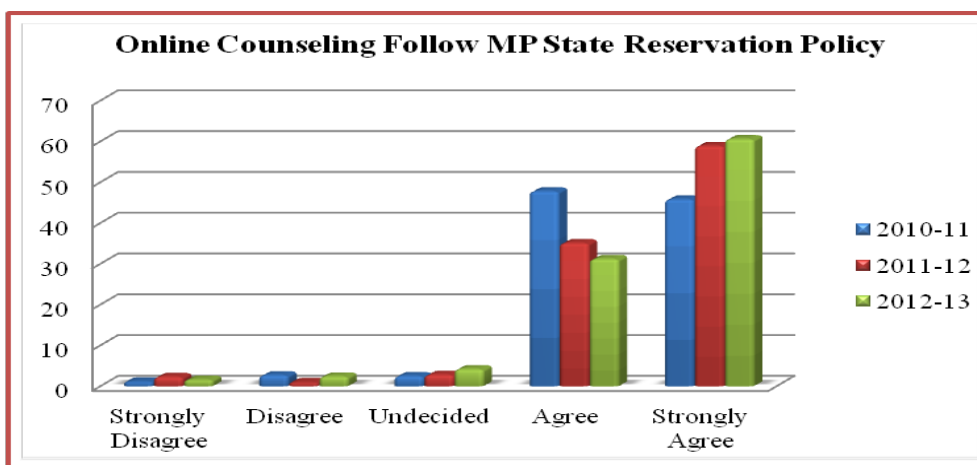


Fig: 2 Satisfaction of M.P State reservation policy

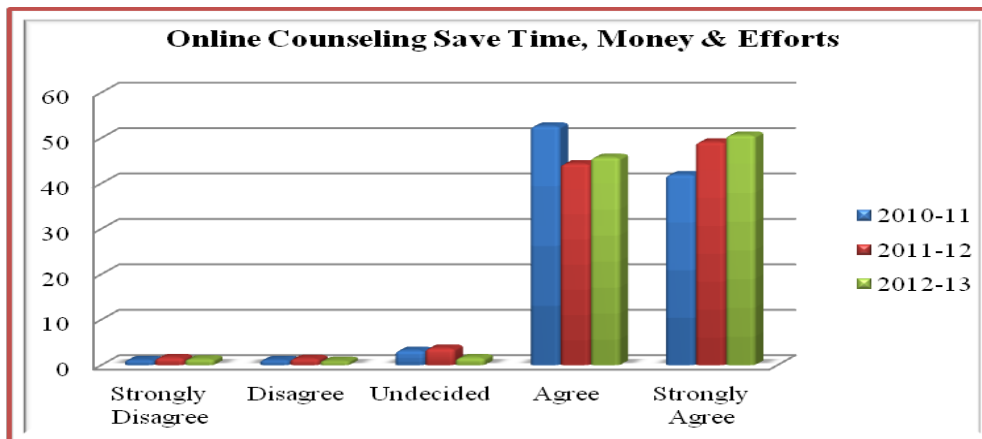


Figure: 3 Satisfaction of saving in time, money and effort

MAJOR FINDINGS

- ✓ The majority of students (54.5%) satisfied with 100% transparency in allotment of seats in very good position because respondents strongly agree with the clearness the process (No dispute observed regarding challenge the allotment process) and a



less amount of respondents measured it as strongly disagree (2.5% and 1.3% respectively).

- ✓ The students of 47.8% satisfied and believed that online counseling follow the MP state reservation policy.
- ✓ The majority of students (52.6%) agreed that online counseling saves time, money and efforts to the stakeholders.

CONCLUSION

The outcome of this paper shows that student is highly satisfied with the counseling process. The process is governing/operates by the Madhya Pradesh counseling committee (Directorate of technical education, MP Government) with MP Online (A joint Venture between Madhya Pradesh State Electronics Development Corporation Ltd. of Government of Madhya Pradesh & TATA Consultancy services limited). The counseling software is so design that student and parents completely satisfy with the process and reservation policy and majority of respondents accepted that they save valuable time and efforts (due to internet based and free from long queue) and also not spent more money during the process.(Lodging, boarding and other miscellaneous charges). No allegation was found to challenge the counseling process.

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