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A Study on Consumer Satisfaction at Swami Vivekanand Institute of Technology and Management, Gurgaon

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Abstract: This study investigates consumer (student) satisfaction at Swami Vivekanand Institute of Technology and Management (SVITM), Gurgaon. The research evaluates key parameters such as teaching quality, infrastructure, library facilities, administrative support, placement services, extracurricular activities, hostel facilities, and overall academic environment. Data was collected through a structured questionnaire distributed to 100 students across different courses. The findings reveal high satisfaction with teaching quality, academic environment, and extracurricular opportunities, while highlighting areas needing improvement, such as internet connectivity, canteen facilities, and placement services. The study provides recommendations for enhancing institutional effectiveness and ensuring holistic student satisfaction.

Introduction

Swami Vivekanand Institute of Technology and Management (SVITM), located in Gurgaon, Haryana, is a reputed institution committed to excellence in higher education. Inspired by the ideals of Swami Vivekananda, the institute emphasizes holistic student development through quality education, discipline, and moral values. Offering a range of programs in Management, Computer Applications, Engineering, and Commerce, SVITM is known for its student-centric approach, modern infrastructure, experienced faculty, and strong placement support. With state-of-the-art facilities, co-curricular activities, and a dedicated placement cell, SVITM strives to empower students with the skills and values required for academic and professional success.

Introduction about the Topic

Customer satisfaction in the education sector refers to the degree to which students' expectations are met regarding academic quality, support services, and overall campus experience. As students are the primary stakeholders, their satisfaction is critical for institutional success and reputation. In the context of SVITM, consumer satisfaction is determined by factors such as teaching effectiveness, infrastructure, administrative efficiency, extracurricular opportunities, and career support. This study examines student perceptions to identify strengths, weaknesses, and opportunities for improvement, ultimately helping the institution enhance its services and maintain competitiveness in the higher education sector.

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Objectives of the Study

- To study consumer satisfaction at Swami Vivekanand Institute of Technology and Management, Gurgaon.
- To assess the satisfaction level of students at SVITM.
- To identify key factors affecting student satisfaction.
- To suggest improvements based on student feedback.

Research Methodology

The study follows a descriptive research design.

- Data Collection: Primary data was collected using a structured questionnaire with both close-ended and open-ended questions. Secondary data was obtained from official websites, brochures, academic reports, and published research.
- Sampling Technique: Random sampling was used to ensure representation from different departments and semesters.
- Sample Size: 100 students from BBA, BCA, and MBA programs.
- Instrument: A structured questionnaire (Likert scale-based).
- Analysis Tools: Percentage analysis, tables, and charts were used for interpretation.
- Limitations: The study is limited to one institution and a sample of 100 students, and responses may reflect personal bias.

Literature Review

1. Kotler (2017) highlights that customer satisfaction is crucial for service organizations, including educational institutions, as it directly impacts brand loyalty and reputation.
2. Hill (2005) argues that student satisfaction is an important measure of institutional performance and should be continuously monitored.
3. Elliott & Shin (2002) suggest that quality teaching, administrative services, and campus environment strongly influence overall student satisfaction.
4. Douglas, Douglas & Barnes (2006) found that in higher education, students value academic quality, faculty interaction, and support services more than physical facilities.
5. Alves & Raposo (2007) emphasize that student loyalty in education is strongly linked to perceived satisfaction and recommendation likelihood.
6. Tessema, Ready & Yu (2012) discovered that career support, internships, and placement opportunities significantly influence satisfaction in management and technical institutes.
7. Weerasinghe & Fernando (2018) concluded that universities must focus on both academic and non-academic services (hostel, canteen, extracurricular) to provide a holistic experience.

Data Analysis

Based on survey responses (100 students):

1. Teaching Quality – Highly rated (Mean: 4.2/5). Students satisfied with faculty knowledge and teaching style.
2. Infrastructure – Moderately rated (3.6/5). Students appreciate classrooms but suggest better Wi-Fi and lab facilities.
3. Library Facilities – Positive response (3.8/5). Students want more updated resources.
4. Administrative Support – Moderate (3.4/5). Indicates need for more efficiency.
5. Placement Services – Below average (3.1/5). Students expect stronger industry tie-ups.
6. Hostel & Food Facilities – Lowest rating (2.8/5). Issues related to hygiene and variety.
7. Overall Academic Environment – High satisfaction (4.0/5), reflecting positive learning culture.

Findings

- 70% of students reported overall satisfaction.
- Faculty support and teaching quality are the strongest aspects.
- Infrastructure is well-developed but internet and canteen facilities lag behind.
- Placement services are functional but require expansion.
- Students feel supported in academic and career goals.

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- Word-of-mouth is positive, with 65% students recommending SVITM.

Suggestions

- Improve internet/Wi-Fi connectivity across campus and hostels.
- Upgrade canteen services with better hygiene and meal variety.
- Strengthen placement cell through more industry tie-ups, workshops, and job fairs.
- Conduct skill development programs focusing on communication and leadership.
- Enhance library resources with updated journals and digital access.
- Introduce structured feedback mechanisms to ensure continuous improvement.
- Improve hostel and transportation facilities for better student comfort.

Conclusion

The study concludes that students of SVITM, Gurgaon, are generally satisfied with the academic environment, teaching quality, and infrastructure. However, concerns regarding placement services, canteen facilities, and internet connectivity must be addressed to achieve higher satisfaction levels. By focusing on both academic and non-academic services, SVITM can further strengthen its reputation, enhance student trust, and ensure long-term institutional success. Overall, the institution demonstrates strong academic performance but requires strategic improvements in support services and career readiness programs.

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