

Factors Influencing the Satisfaction Levels of Mba Program-An Empirical Study in Coimbatore

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I. INTRODUCTION

With over 40 MBA colleges across Coimbatore, selecting the right one is a tough task for any MBA aspirant. Most of the B-Schools are evenly poised in many ways and magazine surveys which come up every year does not give a clear picture. Most of the decisions are made on the basis of brand reputation and placement records. But once a student takes admission in one of those coveted institutions his/her priorities might change. The factors leading to the satisfaction of an MBA program may not be placements or brand reputation of the college. The broad objective of this study is to find out the key factors which influence the satisfaction levels of the student in a B-School.

II. RESEARCH METHODOLOGY:

2.1 Research Objectives

- To identify the factors contributing to the satisfaction levels of an MBA program
- To prioritize the different identified variables according to level of importance.

2.2 Research Tools

- Simple Percentage Analysis & Factor Analysis

III. SAMPLING

- Sample Size:64
- Sampling Technique: Convenient Sampling
- Sampling Unit: MBA Students

IV. LITERATURE SURVEY

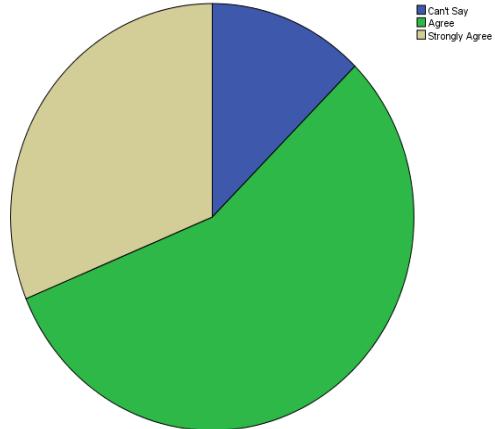
Relevant articles coming in top Indian business magazines were analysed to narrow down the key variables. This was further substantiated by personal interviews with students and own experiences. Even though most of the magazines emphasized on placement records and big brand names, students' reactions were different. Value addition in the two years of the programme was considered most important by most students. These inputs motivated to do an extensive research in Coimbatore to find out the fact.

V. DESCRIPTIVE STATISTICS

Brand Name/Reputation plays the most important role while opting for B-School

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	8	12.5	12.5	12.5
	Agree	36	56.3	56.3	68.8
	Strongly Agree	20	31.3	31.3	100.0
	Total	64	100.0	100.0	

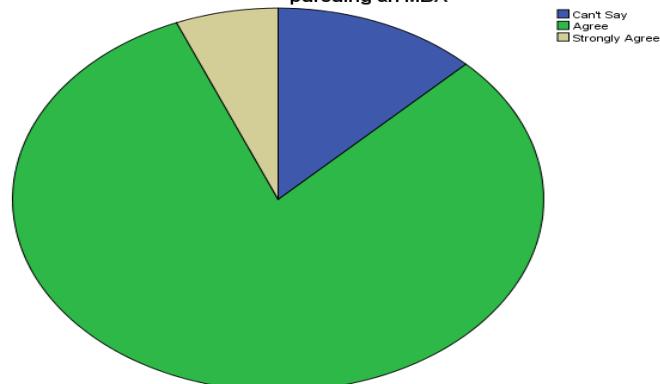
Brand Name/Reputation plays the most important role while opting for B-School



Strong Alumni base is a factor which increases the motivation level while pursuing an MBA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	8	12.5	12.5	12.5
	Agree	52	81.3	81.3	93.8
	Strongly Agree	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

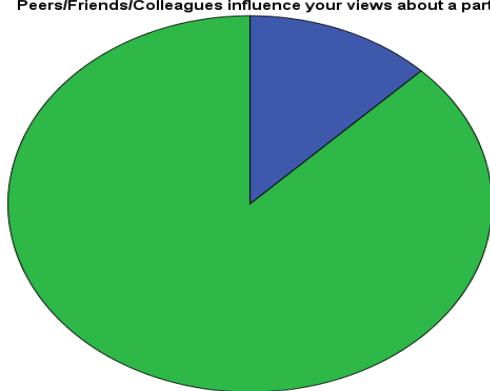
Strong Alumni base is a factor which increases the motivation level while pursuing an MBA



Peers/Friends/Colleagues influence your views about a particular MBA Course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	8	12.5	12.5	12.5
	Agree	56	87.5	87.5	100.0
	Total	64	100.0	100.0	

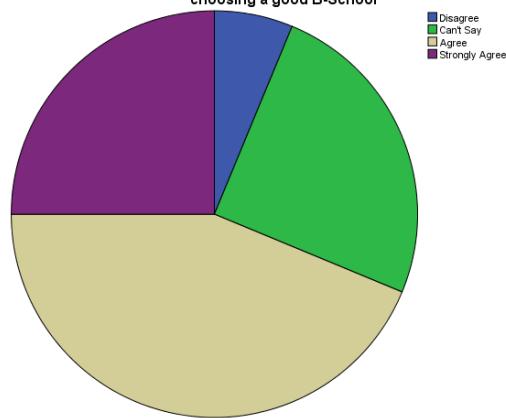
Peers/Friends/Colleagues influence your views about a particular MBA Course



An exhaustive and good Library is an inevitable factor to be considered while choosing a good B-School

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	6.3	6.3	6.3
	Can't Say	16	25.0	25.0	31.3
	Agree	28	43.8	43.8	75.0
	Strongly Agree	16	25.0	25.0	100.0
	Total	64	100.0	100.0	

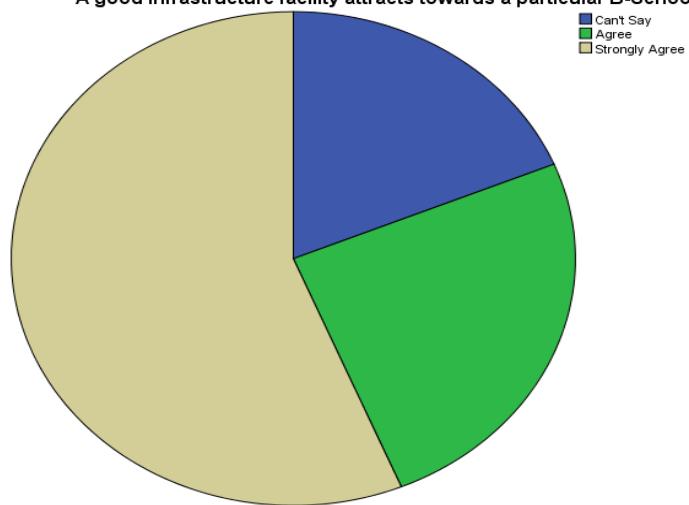
An exhaustive and good Library is an inevitable factor to be considered while choosing a good B-School



A good infrastructure facility attracts towards a particular B-School

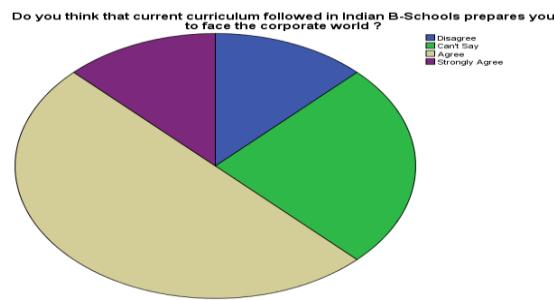
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	12	18.8	18.8	18.8
	Agree	16	25.0	25.0	43.8
	Strongly Agree	36	56.3	56.3	100.0
	Total	64	100.0	100.0	

A good infrastructure facility attracts towards a particular B-School



Do you think that current curriculum followed in Indian B-Schools prepares you to face the corporate world?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	12.5	12.5	12.5
	Can't Say	16	25.0	25.0	37.5
	Agree	32	50.0	50.0	87.5
	Strongly Agree	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

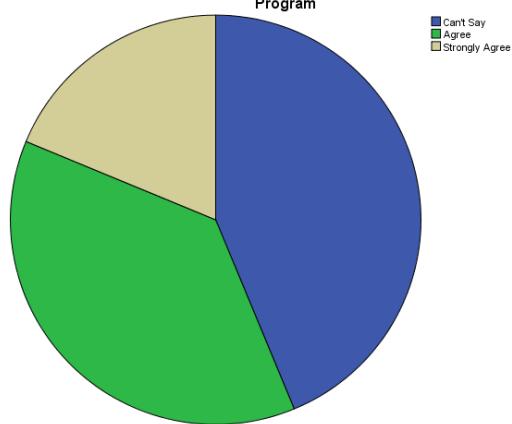


Residential education/hostel facility raises the satisfaction levels of an MBA

Program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	28	43.8	43.8	43.8
	Agree	24	37.5	37.5	81.3
	Strongly Agree	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

Residential education/hostel facility raises the satisfaction levels of an MBA Program

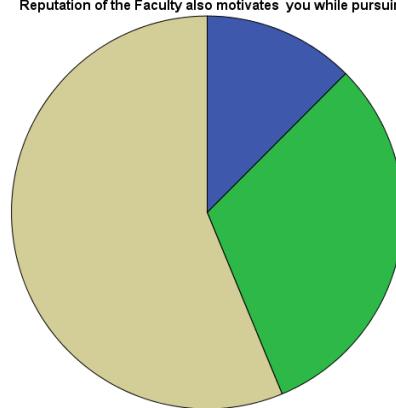


Reputation of the Faculty also motivates you while pursuing an MBA program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	8	12.5	12.5	12.5
	Agree	20	31.3	31.3	43.8
	Strongly Agree	36	56.3	56.3	100.0
	Total	64	100.0	100.0	

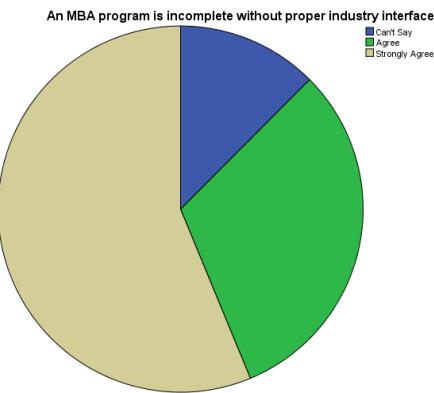
Reputation of the Faculty also motivates you while pursuing an MBA program

■ Can't Say
■ Agree
■ Strongly Agree



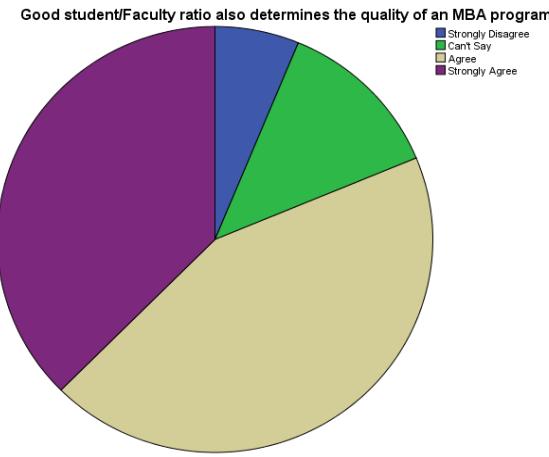
An MBA program is incomplete without proper industry interface

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Can't Say	8	12.5	12.5	12.5
	Agree	20	31.3	31.3	43.8
	Strongly Agree	36	56.3	56.3	100.0
	Total	64	100.0	100.0	



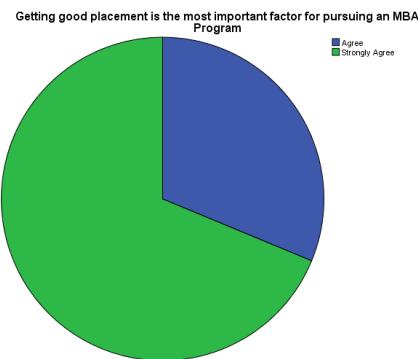
Good student/Faculty ratio also determines the quality of an MBA program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	6.3	6.3	6.3
	Can't Say	8	12.5	12.5	18.8
	Agree	28	43.8	43.8	62.5
	Strongly Agree	24	37.5	37.5	100.0
	Total	64	100.0	100.0	



Getting good placement is the most important factor for pursuing an MBA Program

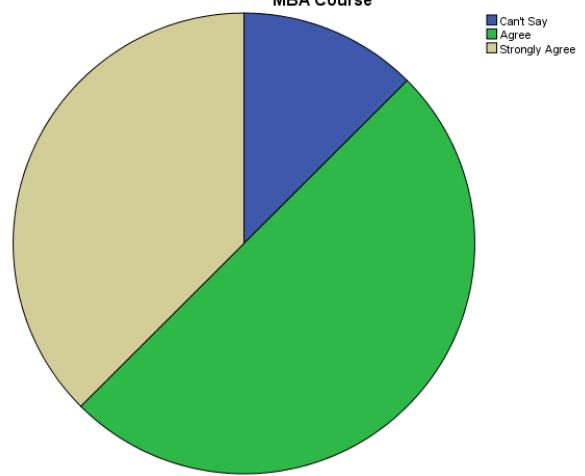
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	20	31.3	31.3	31.3
Strongly Agree	44	68.8	68.8	100.0
Total	64	100.0	100.0	



Extracurricular activities also play a critical role for the value addition during an MBA Course

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Can't Say	8	12.5	12.5	12.5
Agree	32	50.0	50.0	62.5
Strongly Agree	24	37.5	37.5	100.0
Total	64	100.0	100.0	

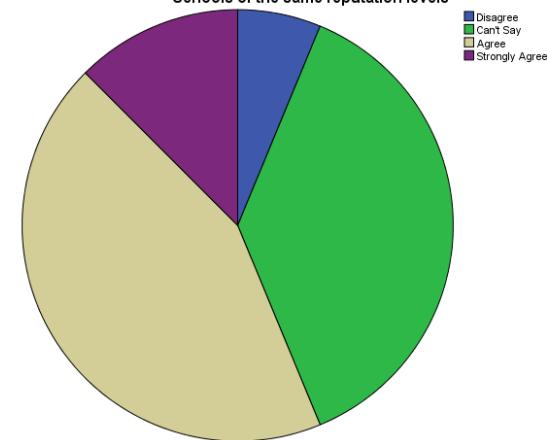
Extracurricular activities also play a critical role for the value addition during an
 MBA Course



Location of the B-School is the deciding factor while considering between two B-Schools of the same reputation levels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	6.3	6.3	6.3
	Can't Say	24	37.5	37.5	43.8
	Agree	28	43.8	43.8	87.5
	Strongly Agree	8	12.5	12.5	100.0
	Total	64	100.0	100.0	

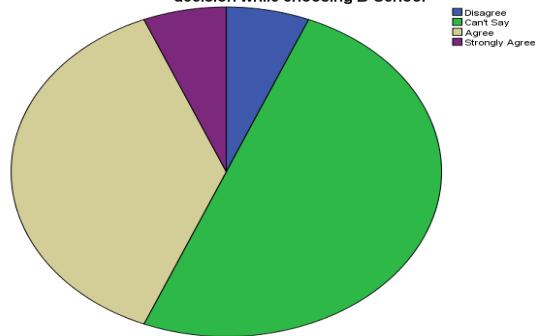
Location of the B-School is the deciding factor while considering between two B-Schools of the same reputation levels



Surveys conducted by magazines give a complete picture and influences your decision while choosing B-School

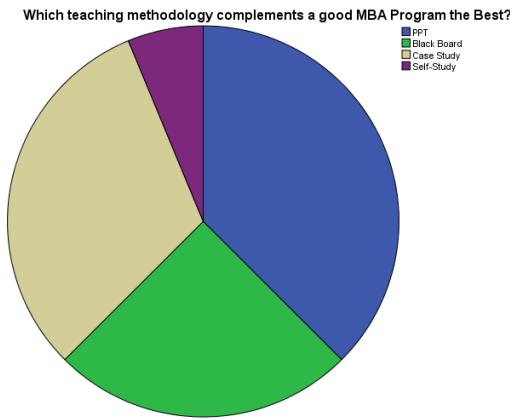
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	6.3	6.3	6.3
	Can't Say	32	50.0	50.0	56.3
	Agree	24	37.5	37.5	93.8
	Strongly Agree	4	6.3	6.3	100.0
	Total	64	100.0	100.0	

Surveys conducted by magazines give a complete picture and influences your decision while choosing B-School



Which teaching methodology complements a good MBA Program the Best?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PPT	24	37.5	37.5	37.5
	Black Board	16	25.0	25.0	62.5
	Case Study	20	31.3	31.3	93.8
	Self-Study	4	6.3	6.3	100.0
	Total	64	100.0	100.0	



VI. DATA ANALYSIS

Communalities

The table below shows the output of principle data extraction of the various factors (15) under the study. The initial communalities are estimates of initial variance in each variable accounted for by all components/factors.

For principal components, this is always equal to 1. The extracted communalities are estimates of the variance in each variable accounted for by the components/factors. The extracted values are quite high showing that the variance in the variables is well explained by the factors generated.

Communalities

	Initial	Extraction
Brand Name/Reputation plays the most important role while opting for B-School	1.000	.922
Strong Alumni base is a factor which increases the motivation level while pursuing an MBA	1.000	.866
Peers/Friends/Colleagues influence your views about a particular MBA Course	1.000	.930
An exhaustive and good Library is an inevitable factor to be considered while choosing a good B-School	1.000	.939
A good infrastructure facility attracts towards a particular B-School	1.000	.875
Do you think that current curriculum followed in Indian B-Schools prepares you to face the corporate world?	1.000	.852
Residential education/hostel facility raises the satisfaction levels of an MBA Program	1.000	.857
Reputation of the Faculty also motivates you while pursuing an MBA program	1.000	.904
An MBA program is incomplete without proper industry interface	1.000	.735
Good student/Faculty ratio also determines the quality of an MBA program	1.000	.791
Getting good placement is the most important factor for pursuing an MBA Program	1.000	.951
Extracurricular activities also play a critical role for the value addition during an MBA Course	1.000	.826
Location of the B-School is the deciding factor while considering between two B-Schools of the same reputation levels	1.000	.886
Surveys conducted by magazines give a complete picture and influences your decision while choosing B-School	1.000	.934
Which teaching methodology complements a good MBA Program the Best?	1.000	.983

Extraction Method: Principal Component Analysis.

Total Variance Explained

The table below shows the total variance (in percentage) explained by each of the 7 factors. The cumulative variance of all factors has come out to be 88.341 % which is better than the desired level.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.090	20.598	20.598	3.090	20.598	20.598
2	2.443	16.289	36.887	2.443	16.289	36.887
3	2.050	13.667	50.554	2.050	13.667	50.554
4	1.860	12.403	62.957	1.860	12.403	62.957
5	1.646	10.976	73.934	1.646	10.976	73.934
6	1.150	7.670	81.604	1.150	7.670	81.604
7	1.011	6.737	88.341	1.011	6.737	88.341
8	.522	3.483	91.824			
9	.508	3.387	95.210			
10	.319	2.124	97.335			
11	.165	1.102	98.437			
12	.126	.840	99.277			
13	.085	.567	99.844			
14	.022	.149	99.993			
15	.001	.007	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix

The table below shows the factor loadings (correlations) of all the 15 variables under study in terms of 7 factors.

The factor loadings provide an indication of which original variables are correlated with each factor and the extent of the correlation. This information is used later to identify and label the unobservable factors subjectively.

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.816	-.099	-.256	-.251	.409	.147	.084
2	-.078	.713	-.427	.195	-.018	.508	.079
3	.319	-.062	.317	.766	-.087	.037	.445
4	.122	.285	.593	.120	.334	.181	-.627
5	-.425	-.346	.123	-.046	.565	.513	.316
6	-.105	.492	.158	-.139	.462	-.567	.408
7	.139	.186	.509	-.526	-.425	.319	.358

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.



Component Matrix

	Component						
	1	2	3	4	5	6	7
Brand Name/Reputation plays the most important role while opting for B-School	-.047	-.537	.268	.554	.226	.231	.385
Strong Alumni base is a factor which increases the motivation level while pursuing an MBA	-.651	-.352	.226	.472	-.079	-.091	.171
Peers/Friends/Colleagues influence your views about a particular MBA Course	.132	.373	.283	.038	.702	-.205	.396
An exhaustive and good Library is an inevitable factor to be considered while choosing a good B-School	.153	.137	.481	-.657	.290	.268	.278
A good infrastructure facility attracts towards a particular B-School	.786	-.010	.284	.157	-.379	-.007	-.095
Do you think that current curriculum followed in Indian B-Schools prepares you to face the corporate world ?	.024	.744	.003	.481	-.250	.070	.007
Residential education/hostel facility raises the satisfaction levels of an MBA Program	.546	-.253	-.031	-.255	.475	.206	-.402
Reputation of the Faculty also motivates you while pursuing an MBA program	.849	.048	.069	-.067	-.343	-.056	.224
An MBA program is incomplete without proper industry interface	-.586	.054	.514	-.309	-.096	-.114	-.082
Good student/Faculty ratio also determines the quality of an MBA program	-.088	.610	-.277	.035	-.191	.522	.156
Getting good placement is the most important factor for pursuing an MBA Program	-.121	.191	.749	.227	.056	-.176	-.504
Extracurricular activities also play a critical role for the value addition during an MBA Course	-.220	.488	.609	-.092	-.199	.347	.007
Location of the B-School is the deciding factor while considering between two B-Schools of the same reputation levels	.659	-.299	.480	.155	-.244	-.147	.167
Surveys conducted by magazines give a complete picture and influences your decision while choosing B-School	.313	.109	.005	.610	.492	.385	-.250
Which teaching methodology complements a good MBA Program the Best?	-.199	-.709	.162	-.138	-.271	.564	-.059

Extraction Method: Principal Component Analysis.

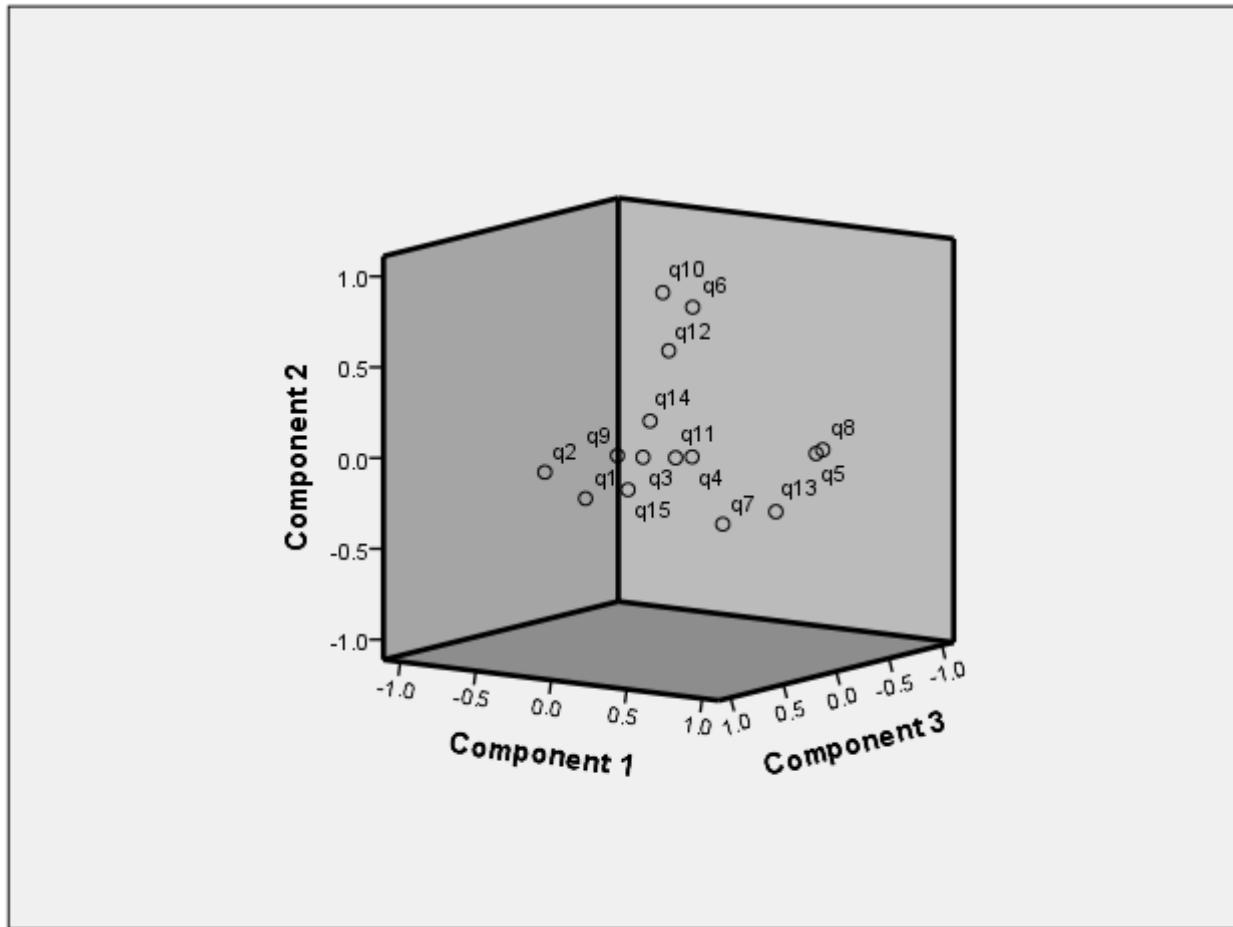
a. 7 components extracted.

VII. FACTOR ANALYSIS

The table above clubs the data into 7 consolidated factors (from 1-7) but we are still not aware as to what all factors form the first factor and hence forth, to evaluate the

composition and nomenclature of each of this 7 new factors we have to do the communality calculation with the help of Eigen values. The results of the calculations are shown below.

Component Plot in Rotated Space



VIII. CONCLUSION

Thus it can be concluded that most of the factors are combination of more than one component and can be named as a new factor in itself, the names of these factors and their contribution towards the objective of the study are as follows.

Factor 1: Alumni, Infrastructure, Hostel Facility, Faculty Reputation, Industry Interface & Location.

Factor 2: Curriculum, Student Teacher Ratio & Teaching Methodology.

Factor 3: Placement & Extra Curricular Activities.

Factor 4: Brand Name & Library.

Factor 5: Peer Influence.