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Student Satisfaction in Polytechnic Higher Education: Assessment Model Based on the ECSI Index

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Abstract

The assessment of student satisfaction is an integral part of the concerns of those responsible for Higher Education Institutions. Therefore, the main objective of this study is to identify the determinants of students' satisfaction in Polytechnic Higher Education. The study was based on European Customer Satisfaction Index (ECSI). The methodology was based on the application of a survey with a sample of 361 Polytechnic students, in

order to understand which attributes students most value in a higher education institution. The results show that the attributes that most contribute to the students' satisfaction are, in order of importance, the expectations, the quality and perceived values and the image, all presenting statistically significant values. In turn, satisfaction is the variable that most influences loyalty, which is also influenced by image and complaint resolution. The levels of global satisfaction towards the Higher Education Institutions analysed are significantly lower than the levels of other sectors, also studied in Portugal through this same methodology.

Keywords

ECSI Services

Satisfaction; Polytechnic Higher Education

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