

ABSTRACT

This research is investigated to identify the factors that influence on the students satisfaction in the environment of Mehran University of Engineering & Technology Jamshoro. It is evident in the literature that students who lack satisfaction regarding the university facilities, their level of motivation decrease; they can be quality of Teaching, Administrative Support, Career Counselling and Financial Support. The absence of these facilities seems to have a negative influence on the quality of students, and they are not preferred within labor markets.

In order to address this issue, this research has been initiated. For that, a suitable methodology is selected. Since, this research measures the influence of student satisfaction, hence the appropriate methodology seem to be quantitative rather than qualitative in nature. For empirical evidence, a case of Mehran University of Engineering and Technology (MUET), Jamshoro, has been selected. The number of students was 250 in number which is randomly selected; out of which 220 participated in this study. The data is collected by using questionnaire by considering four factors: Teaching, Administrative Support, Career Counselling and Financial Support. After the sample collection, the data was analyzed using statistical tools such as Statistical Package for the Social Sciences (SPSS).

It was found that students do not have major concern on the Quality of Teaching and the Administrative Support. They, however, seem to have dissatisfaction in terms of Financial Support and Career Counselling facilities. Therefore it was suggested that universities may consider in forming policies and implementation mechanism for financial backing and career counselling to increase the quality of students; hence their marketability. Based on the context

and scope of this research, which is at MUET and at the Masters level respectively, it seems too early to make generalizations. Therefore, further research is recommended to increase the level of confidence to utilize the findings of this research. For this, the number of universities are increased and comparisons can also be made between different departments and different university students.