Model-Based Analysis of Student Satisfaction in Open Distance Learning

Perera, J. R.[1] and Abeysekera, N.[2]

Student satisfaction in Open Distance Learning (ODL) is a widely researched and admired feature in modern world. There are enormous number of research studies done on this ground with different variables affecting the student satisfaction. Since the Learners are coming from different societies, cultures, family backgrounds, educational backgrounds with different information technology skills it is very difficult to fulfill their requirements for satisfaction. But it must be explicable that the competitiveness of higher education rivalry being in the higher education field. The purpose of this study was to find out the significant factors affecting student satisfaction in Open distance learning at the Open University of Sri Lanka (OUSL). Based on literature, the famous modified service quality (SQ) model of SERVQUAL was applied in this study. The independent variables were Assurance, Empathy, Responsiveness, Reliability, and Website Content and the dependent variable was Student Satisfaction. Data were collected by using a self-administered questionnaire from 244 undergraduate students of OUSL. The analysis was based on descriptive and inferential statistics. The results have revealed Assurance, Reliability, and Website content in ODL were statistically significant with student satisfaction in ODL and results would contribute to administration of OUSL to improve the quality of service process.

Keywords: Student Satisfaction, Open Distance Education, Service Quality (SQ), Validity Test, Reliability Test

[1] Regional Educational Services, Open University of Sri Lanka
[2] Department of Management Studies, Open University of Sri Lanka