

[104]

**FACTORS AFFECTING THE CONSUMER SATISFACTION LEVELS OF
PRIVATE EDUCATION PROVIDERS OF SRI LANKA – EMPLOYABLE FORCE
FOR 2020, TRENDS AND CHALLENGES**

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ABSTRACT

Educational policy reforms taken place from time to time and lack of educational expenditure bared by the state have led to many social criticisms and lack of confidence on the prevailing university education system in Sri Lanka. As solution private university education became a new addition to the education industry of Sri Lanka in the recent past. Although with varying financial expenditure bared by the private sector as opposed the state sector they are still subject to lack of resources and experience in the industry. In Sri Lanka the concept of “private education” is ill-defined due to cultural factors and despite that the private universities are keen on highlighting the “market competitiveness” and assured “employability” status of their paid educational products while the state universities are seeking ways to convert their education systems towards more “marketable products”. This points out the educational goals expected to achieve by private sector as promised in line with economical and social goals of the country. However, it is important to understand the consumer satisfaction levels of private university students that can bring about this new change to the society. This study will address the factors affecting consumer satisfaction of private university students of Sri Lanka . The analysis will be based mainly on the quality of education, relationship maintenance and customer care, active student services, skill development and cultural orientation. The outcomes of the research will lead to a balance and sustainable private university education system which supplies reliable and employable products to the job market of Sri Lanka.

Keywords: educational policies, education expenditure, diversity, skill empowerment, relationship management