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| **UNIVERSITY STUDENT SATISFACTION**  **A SYSTEMATIC LITERATUR RIVIEW**  Mirza Abdi Khairusy **1**  *\* Correspondence Author :* [*mirza@unbaja.ac.id*](mailto:mirza@unbaja.ac.id)  \* Universitas Banten Jaya, Serang, Indonesia | | |
| **I N D E X I N G** |  | **A B S T R AC T** |
| **Keywords:**  Student Satisfaction 1;  Higher Education 2;  Literature Review 3; |  | Student satisfaction can be used as an indicator of the overall university experience, making it a contentious topic in the higher education literature, for this reason, we conducted a systematic literatur discussing the concept of Student Satisfaction. The aim of this review is to provide the available constructive literature on student satisfaction with a theoretical and empirical background. Published during the past 5 years from January 2017- January 2022, to identify student satisfaction definitions, factors that influence student satisfaction. . We have searched for articles in three databases (Scopus, Ebsco, Proquest).  *Kepuasan mahasiswa dapat digunakan sebagai indikator pengalaman universitas secara keseluruhan, menjadikannya topik yang diperdebatkan dalam literatur pendidikan tinggi, untuk itu saya melakukan literatur sistematis yang membahas konsep Kepuasan Mahasiswa. Tujuan dari tinjauan ini adalah untuk menyediakan literatur konstruktif yang tersedia tentang kepuasan mahasiswa dengan latar belakang teoritis dan empiris. Diterbitkan selama 5 tahun terakhir dari Januari 2017- Januari 2022, untuk mengidentifikasi definisi kepuasan mahasiswa, faktor-faktor yang mempengaruhi kepuasan mahasiswa. . Kami telah mencari artikel di tiga database (Scopus, Ebsco, Proquest).* |
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**Article History**

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1. **INTRODUCTION**

Student satisfaction at a university is receiving good attention and is increasing. The development of the higher education sector can continue to grow due to new trends, such as increased competition between universities, internalization of education according to patterns, growth in quality standards and student demands. Student satisfaction with the university experience is a contentious topic in the higher education literature (Masserini et al., 2019). Student satisfaction or customer satisfaction has been widely referenced in the literature related to marketing and business, in achieving organizational goals. Furthermore, the benchmark for an organization's performance to achieve a competitive advantage and be able to compete is student satisfaction. (Sohail & Hasan, 2021). Student satisfaction plays an important role in the quality of university education (Martínez-Roget et al., 2020). Student satisfaction at the university level around the world is used as a measuring indicator in several studiesRecent literature explains that students who are satisfied with receiving an education at a university will recommend the university to colleagues, thereby increasing their attractiveness and having the possibility of that colleague continuing their education until graduation. In the literature shows that in influencing student satisfaction there are different factors (Mallika Appuhamilage & Torii, 2019).

Educational institutions are said to be successful if they identify the factors that increase student satisfaction and realize investing early on is better for retaining their students. Understanding the factors that contribute to student satisfaction may lead to the improvement of educational inputs. (Temesgen et al., 2021)

We have performed a systematic literatur riview of studies published during the past 5 years from January 2017- January 2022, to identify student satisfaction definitions, factors that influence student satisfaction. . We have searched for articles in five databases (Scopus, Ebsco, Proquest). A variety of student satisfaction definitions have been found

1. **RESEARCH METHODOLGY**

Given the diversity around the descriptions of student satisfaction and measurement of the concept, we follow a systematic review process is used to identify the main scientific basis for student satisfaction with a university. The main difference between systematic review and traditional narrative review is that it uses a replicable, scientific and transparent process.. A systematic review is, however, different from a meta-analysis in the sense that it does not use statistical and econometric procedures for synthesising findings and analysing data. Our systematic review process follows three steps:

* Planning a review includes the process of defining questions from a research and the steps in conducting a review.
* Conduct a review covering specific inclusion/exclusion criteria, data extraction and article selection.
* Some of the reported reviews need to have a presentation and discussion of the results.

Based on the purpose of this study, the following terms were used to find related articles \in the database (“Student Satisfaction)” and “(Higher Education or Private University or Collage) and (explanation or concept) and (Elements or Components).

**Research Question**

The orientation of the systematic literature covers the following topics: (1) the definition of student satisfaction, (2) the factors that influence student satisfaction.

**Table 1 presents the three research questions (RQ) that guided our study.**

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| ID | Research Questions (RQ) |
| RQ1 | Student satisfaction define |
| RQ2 | Factor students satisfaction |

**Literature Search**

In this review we examined the literature published within the last 5 years (from Jan 2017 to Jan 2022) indexed three databases we searched for the following keyword: “Student Satisfaction” and (“Higher Education” or “private univeristy” or “collage”). The number and percentage of studies available in each database are listed in Tabel 2

**Table 2. Search results in databases using the keywords.**

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| Database | Number of Studies | % Studies |
| Scopus | 1857 | 21,43% |
| Ebsco | 2162 | 24.95% |
| Proquest | 4645 | 53.61% |
| Total | 8664 | 100% |

1. **RESULT**

**Answering the Research Questions**

**RQ1: Student Satisfaction Definition**

(Feifei et al., 2021) The percentage of graduates has two different perspectives in measuring student satisfaction. First, satisfaction is an evaluation process, by looking at the process in the period from initial registration to graduation. Another view is that student satisfaction is the result of an evaluation that is measured after students have received educational services, similar to the evaluations made by consumers after using goods that have been purchased. (Dewi et al., 2021) Consumer satisfaction can be defined as a general assessment of the facilities offered which are obtained through the provision of services.

A strong understanding of the relationship between student satisfaction, image and service quality, industry relations and program quality allows for better policy making and strategic decisions, in strengthening organizational management. (Dubey & Sahu, 2021) Student satisfaction can be interpreted as the success and pleasure they receive from the learning environment. (Lukman et al., 2020; Sembiring & Rahayu, 2020) Satisfaction is defined as the response of consumer fulfillment. Student Satisfaction Ultimate service quality thoroughly covered academic, operational and managerial services. (Latip et al., 2020) Student satisfaction is the perception of service attainment in positive way. (Goh et al., 2017; Martínez-Roget et al., 2020b; Roohul Amin, Dr. Asma Khuwaja, 2020) Satisfaction is defined as a comparison of performance and expectations based on experience with products and services. (Roohul Amin, Dr. Asma Khuwaja, 2020) Student satisfaction is defined as the achievement of the requirements under which services are completed.

**RQ2: What Factors Influence Student Satisfaction?**

Students’ satisfaction is a multidimensional processwhich is influenced by different factors. The concept of Student Satisfaction is treated in a wide number of studies using different approaches, depending on the specific goals of each research.

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| Author and Year | Factors |
| (Kakada et al., 2019) | Cost of education , computer laboratory and class schedules , faculty support, assessment and feedback, ,social life,student learning, canteen, , the reputation of a university, Co-curriculum |
| (Dubey & Sahu, 2021) | Positive learning environment , knowledge and performance, the prestige and value of the institution, effective communication,interaction in the teaching–learning process, |
| (Sohail & Hasan, 2021) | Service experience, relationship to perceived value, quality of service provided and consequences of service evaluation. |
| (Yee et al., 2018) | External Environment, internal Environment, image, perceived value (cost). |
| (Lee & Seong, 2020) | Student evaluation of teaching, course modules, perceptions of academic quality and satisfaction. |
| (Roohul Amin, Dr. Asma Khuwaja, 2020) | Reliability in its service delivery, tangibility of institution and its infrastructure, responsiveness of its service providers, assurance empathy. |
| (Brkanlić et al., 2020) | Human factor , service, price, physical evidence , service process, distribution promotion |
| (Goh et al., 2017) | Price fairness, trust image, service quality , perceived value, |
| (Khurshid et al., 2021) | Cleanliness , tangibility, availability, access, security |

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| C:\Users\hp\Desktop\Funnel-PPT-4steps-arrows.png | 100.113 | Keyword : Student Satisfaction AND College OR Private College OR College (In 2017-2022 Range) |
| **8664** | Only Open Access Journals are taken |
| **232** | Adding the word AND explanation or concept AND element OR component |
| **42** | Selection of the appropriate journal |

**Figure 1. SLR Funnel Diagram**

1. **DISCUSSION**

(Zeqiri et al., 2021) The learning that is currently often used is blended learning which means a new approach to teaching and learning created by combining traditional classroom learning with online learning platforms to make it easier for students to access education. Blended learning an important factor in making student satisfaction. (Masserini et al., 2019) Perceived institutional image has now become one of the main determinants for choosing where to enrol and can be effective for attracting the best students and teachers, more important than infrastructure, quality and other specific characteristics. Student satisfaction, can affect new student admissions and also the level of student retention which is important for higher education organizations in attracting students. (Mallika Appuhamilage & Torii, 2019b)

**CONCLUSION**

This study, like previous systematic reviews, has limitations. First, just a few journal publishers are used namely Scopus, Proquest, Emerald. It is hoped that future studies will be able to broaden their search to include a different database. Second, the literature examined is solely comprised of scientific papers. Other types of literature could be considered in future investigations. Third, the author's subjectivity and previous literature are used to determine which articles are included and which are excluded, as well as the coding. Future studies are expected to be more objective, with focus groups or more in-depth discussions with specialists

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