

STUDENT SATISFACTION AS A MEASURE OF UNIVERSITY PERFORMANCE

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Abstract. This thesis analyzes the importance of student satisfaction in assessing the performance of higher education institutions. The impact of education quality, infrastructure, faculty qualifications, and academic services on student opinion is highlighted. Student satisfaction is considered an important indicator of the competitiveness and sustainable development of universities.

Keywords: Student satisfaction, higher education, university efficiency, education quality, academic services, student opinion, educational management, rating system, quality monitoring, competitiveness.

In the modern higher education system, the traditional criteria for evaluating the performance of universities include the results of scientific research, the potential of professors and teachers, the employment rate of graduates, and positions in international rankings. However, in recent years, student satisfaction has been recognized as one of the most important indicators of university performance. Since students are direct consumers of higher education services, their opinions and assessments provide important information about the quality of education.

Student satisfaction reflects not only the effectiveness of the educational process, but also characterizes the quality of university management, infrastructure, information and resource base, and the level of service. Therefore, studying student satisfaction is an important tool for improving university performance[3].

Student satisfaction is understood as a student's overall positive or negative assessment of the quality of education and services provided by the university. This concept is formed under the influence of many factors. In particular, the content of the curricula, the pedagogical skills of professors and teachers, the condition of classrooms and laboratories, library services, digital learning platforms, and student support systems are of great importance.

The first advantage of using student satisfaction in assessing university activities is the ability to obtain direct data on the quality of education. Students, since they are involved in the daily learning process, can more accurately assess existing problems and achievements. For example, the content of classes, the teaching style of teachers, or the transparency of the assessment system directly affect the level of student satisfaction.

The second advantage is related to determining the effectiveness of university management. Students also evaluate the activities of the university administration in the process of using various services. Factors such as the activities of academic advisors, the speed of working with documents, and the quality of responding to student applications affect overall satisfaction indicators.

Today, special questionnaires have been introduced in many developed countries to measure student satisfaction. The results of these studies are also used to form ratings of higher education institutions. As a result, universities are striving to better understand student needs and improve their educational services[4].

One of the important factors affecting student satisfaction is the professional competence of professors and teachers. The teacher's ability to explain the subject, use modern pedagogical technologies, and establish effective communication with students all contribute to the quality of education. Students often associate the level of knowledge and attitude of teachers with the overall reputation of the university.

Modern infrastructure is also an important factor in student satisfaction. The availability of well-equipped classrooms, laboratories, electronic libraries, and the Internet increases the effectiveness of the educational process. Especially in today's era of developing digital technologies, the quality of electronic learning platforms significantly determines the attitude of students to the educational process.

Another important aspect of student satisfaction is the university environment. Students will actively participate in the educational process only if they feel safe and supported. Cultural events, sports activities, student clubs, and psychological support services serve to increase students' satisfaction with university life.

The high positions of universities in international rankings are also often associated with student satisfaction. Educational institutions with a high level of satisfaction have a positive reputation and attract more students. This helps to strengthen the financial and academic potential of the university.

The issue of assessing student satisfaction is also becoming increasingly relevant in the higher education system of Uzbekistan. Large-scale reforms are being carried out in higher education institutions to improve the quality of education, introduce a management system in line with international standards, and create favorable conditions for students. In this process, it is an important task to regularly study the opinions of students and make decisions based on the results[2].

Anonymous questionnaires, interviews, focus groups, and electronic monitoring systems can be used to measure student satisfaction. The information obtained allows university management to identify existing shortcomings and eliminate them. Thus, student satisfaction is an important element of the quality management system.

Student satisfaction is one of the modern and reliable criteria for assessing the effectiveness of university activities. It reflects the quality of education, management efficiency, infrastructure condition, and level of service. Regular study and analysis of student opinions ensures the competitiveness of universities, improvement of the quality of education, and development in line with international standards. Therefore, student satisfaction indicators should occupy an important place in the strategic management system of higher education institutions.

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