

Students' Satisfaction in the Degree Programs Offered by Faculty of Agriculture, University of Peradeniya: Application of Expectation- (Dis) Confirmation Theory

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Expectation-disconfirmation theory suggests that satisfaction from a product would be dependent on the (dis)confirmation of the product experience with the product expectation. This study applies the expectation-disconfirmation theory to assess the level of satisfaction of the degree programme offered by the Faculty of Agriculture, University of Peradeniya. A satisfied customer would spread positive word of mouth that builds the reputation for the product offering increasing the demand. An educational institute would have a high demand for the programs offered if they have satisfied students. The study focused on the product offering of a degree program in terms of knowledge, skills, and attitudes the students' expectation on the product offering and what they experienced. Data was collected from the final year students of the three degree programs offered by the Faculty of Agriculture: the Agriculture Technology and Management, Food Science and Technology and Animal Science and Fisheries using a self-administered questionnaire. The data were analyzed using descriptive statistics and structural equation modeling (SEM) using Smart PLS software. The study found that there is a high level of disconfirmation among students with regard to attitudes than with regard to skills and knowledge. There is a significant relationship between satisfaction and confirmation of the expected level of knowledge, skills, and attitudes through experience for all the three degree programs, there is not significant relationship between gender and satisfaction in all three degree programs and there is a significant relationship between CGPA and satisfaction in Animal Science and Fisheries degree program. The study recommends that Faculty strive to understand what the expectation of the prospective students, organize a curriculum and delivery of the degree programs to focusing on delivery to meet the students' expectations.

Key Words: Degree programme, Expectation-disconfirmation theory, Satisfaction

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