

Users' Satisfaction towards the Sumer-house Facility in University of Kelaniya, Sri Lanka

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Abstract: Consumers of a university should be satisfied with the physical environment and services provided by a university. This descriptive study is on determining the satisfaction of users on the summer-house facility, a component of the University physical environment provided by Kelaniya University's administration. User satisfaction towards five dimensions viz. summer house's usefulness, maintenance, accessibility, amenity and construction was measured using a self-developed questionnaire. Questionnaire, using interval sampling was delivered among 400 summer-house users. With a response rate of 94.5%, descriptive and mean comparisons (t-tests) were used in analyzing data. Respondents were satisfied with the usefulness, accessibility and amenity of the summer-house. It was implied by the results that users were not satisfied of the maintenance and the construction of the summer-house.

Keywords: Physical environment, Summer-house facility, University administration, User satisfaction

I. Introduction

A university is an institution of higher education and of research, which grants academic degrees at all levels (bachelor, master and doctor) in a variety of subjects. Hence it always aids hordes of facilities (internet, Wi-Fi, parking areas, laboratories, gymnasium, playing pitches, resting areas and studying areas) towards the university customers (undergraduates, graduate students, academic staff, non-academic staff and visitors) in achieving quality research, academic degrees and other projects. Though a university aids more facilities towards "the direct recipients of the service provided by the university" (Khorasani and Zeyun, 2014), developing customer satisfaction towards such facilities at universities level is crucial. Because, measuring satisfaction towards a university facility supports a university administration to ensure their success of decision making in satisfying university customers.

Through this paper, users' satisfaction towards one of the decisions of providing six summer-house facilities within the Kelaniya University premise to its customers by the University administration were measured. Summer-house facility in University of Kelaniya (UOK) was introduced to the University in order to facilitate out-door resting and studying within the University. Yet, the success of that decision by measuring the satisfaction of the summer-house facility customers/ users was not ensured. Thus, the key objective of this study was to ascertain the users' satisfaction towards the summer-house facility provided by the UOK administration. To determine the users' satisfaction with the usefulness of the summer-house, to opt users' satisfaction with the maintenance of the summer-house, to opt users' satisfaction with the accessibility of the summer-house, to determine users' satisfaction with the amenity of the summer-house and to determine users' satisfaction with the construction of the summer-house were the specific objectives of the study.

II. Literature Review

Previous research on measuring satisfaction towards a university facility could be found along various disciplines. Uka (2014) emphasized that the students' satisfaction from the physical environment and services provided by a higher education institute is an indicator of quality higher education. This physical environment/factors includes "class size and the environment, technology used during the lectures, library and computer laboratory, wi-fi connections in the campus, cafeteria and all student related service facilities". Hence a summer-house facility as a student related facility is indeed an environment factor which causes university user satisfaction. Abbasi et al. (2011) also argued that "student satisfaction with tangible and intangible offering at universities is vital for them to acquire those skills and abilities that can satisfy needs of those next in the chain i.e. employers and society".

Specially, a tangible facility such as student related service facility must be useful. When introducing a facility a comprehensive assessment of the facilities to determine areas of need must be carried out. (Asiabaka, n.d.). A facility must be well maintained and constructed (Reese, 2004). Accessibility (Public facility, n.d.) and amenity (Department of National Parks, Sport and Racing, 2012) are also crucial factors when offering a student related service facility.

III. Methodology

Since the purpose of the study was to describe the level of satisfaction towards the UOK summer-house/ summer hut facility, the research was conducted as a descriptive study using an exploratory approach (Khorasani and Zeyun, 2014).

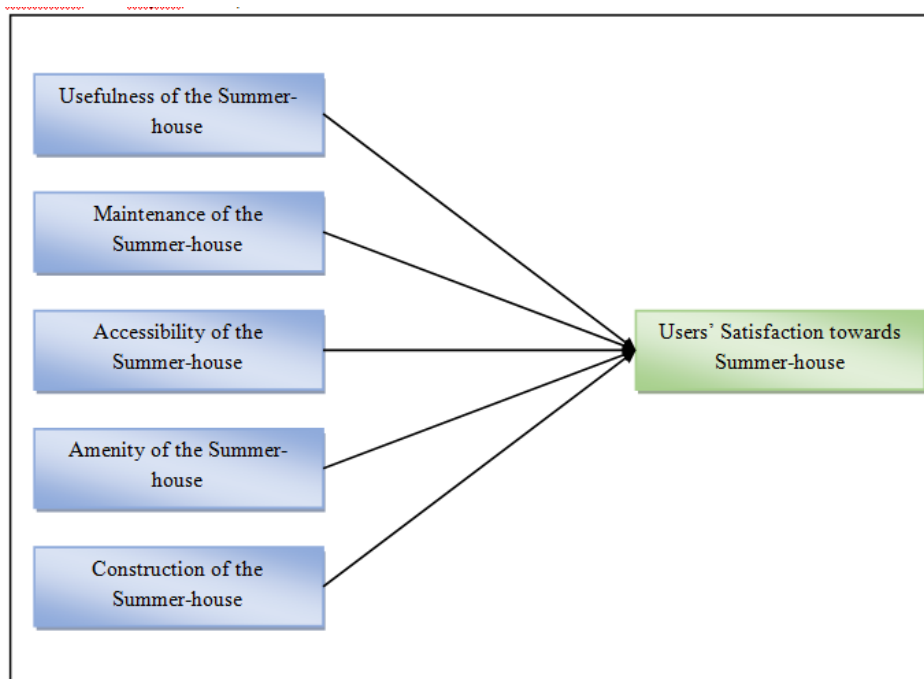


Fig. 1: Conceptual Framework

Followed by the preceding conceptual framework (Fig.1) in 2104, a questionnaire with 19 questions was distributed among 400 summer-house users using the interval sampling method regardless of their demographics. Within consecutive seven days starting from Monday, questionnaires were distributed in each summer-house in between 7.00 – 9.00 a.m., 12.00 – 2.00 p.m. and 4.00 – 6.00 p.m. The response rate was 94.5% (n = 378) and the respondents were asked to rate their opinion ranging from five scales which was very good, good, no idea, bad and very bad on 12 questions. These 12 questions were on usefulness, maintenance, accessibility, amenity and construction of the summer hut. Another 07 close ended questions were stated to gain an awareness of the respondents' background. Response rate of the sample by their background were as follows (Table 1). And to ascertain the users' satisfaction towards summer-house facility one-tailed test was conducted (Khorasani and Zeyun, 2014).

Table 1: Response Rate of the Sample
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * SummerHut	375	99.2%	3	0.8%	378	100.0%
Gender * Status	375	99.2%	3	0.8%	378	100.0%
Gender * Faculty	369	97.6%	9	2.4%	378	100.0%
Gender * Frequency_of_Visits	373	98.7%	5	1.3%	378	100.0%
Gender * Duration_of_Staying	301	79.6%	77	20.4%	378	100.0%
Gender * Day_of_Visiting	236	62.4%	142	37.6%	378	100.0%
Gender * Socialization_of_Visit	342	90.5%	36	9.5%	378	100.0%

Source: Survey Data, 2014

IV. Findings

1) Background of the Respondents

Distribution of respondents by gender (Fig. 2) shows that more than half (63.73%) of the sample was made up of females. And 36.27% of the sample were male respondents.

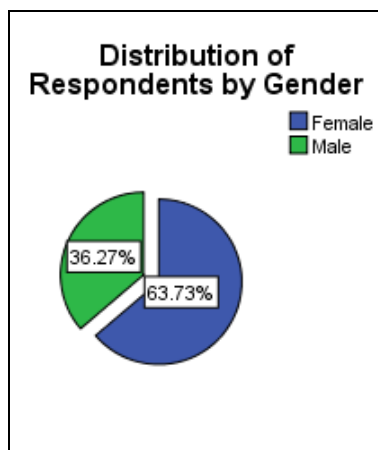


Fig. 2 : Distribution of Respondents by Gender
Source: Survey Data, 2014

Distribution of respondents by summer-house (Fig. 3) shows that the highest number (95) of responses were recorded from Kekulawala summer-house (summer-hut). 70, 69, 57, 52 and 35 responses were recorded from commerce and management summer-house, science faculty summer-house, gymnasium summer-house, ola-leaf summer-house and library summer-house respectively.

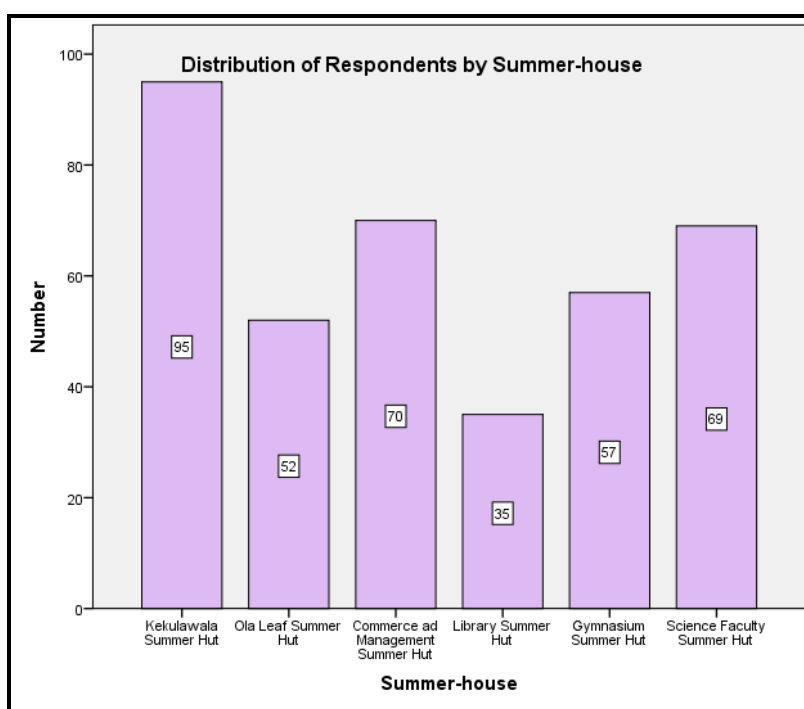


Fig. 3 : Distribution of Respondents by Summer-house
Source: Survey Data, 2014

As per the fig. 4 343 out of the sample were undergraduates. There were 15 academic staff members, 09 postgraduate students, 04 non-academic staff members and 05visitors in the sample. This distribution of respondents by academic status reveals that the highest number of summer-house users are undergraduates.

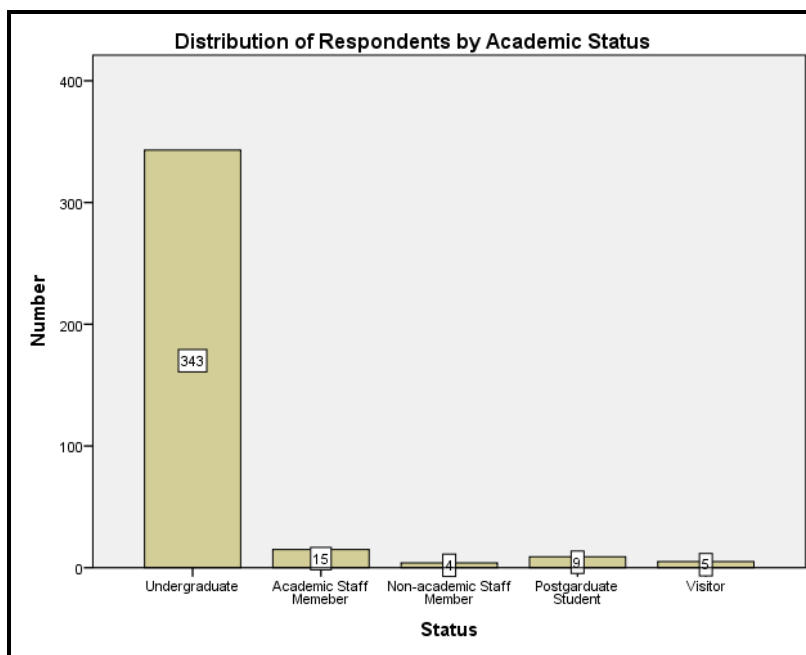


Fig. 4 : Distribution of Respondents by Academic Status
Source: Survey Data, 2014

Majority (38.11%) of the respondents were from Faculty of Social Sciences while the minority (16.22%) were from the Faculty of Humanities. 24.59% and 21.06% were from the Faculty of Commerce and Management and Faculty of Science respectively (Fig. 5).

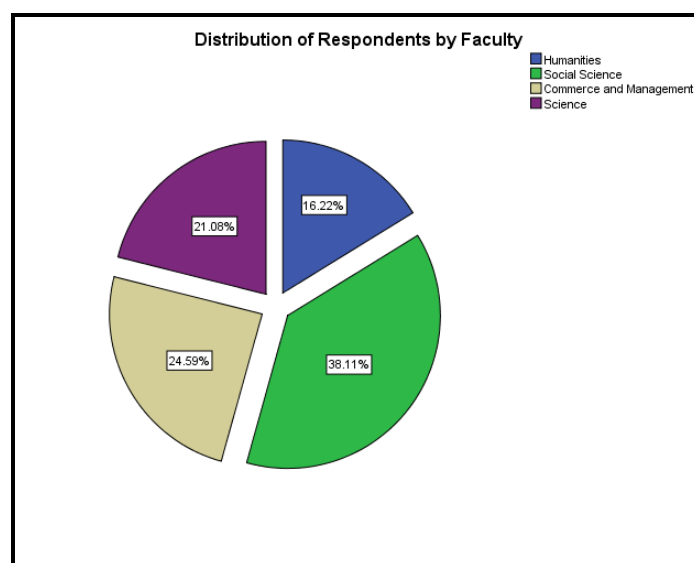


Fig. 5 : Distribution of Respondents by Faculty
Source: Survey Data, 2014

Most of the summer-house users (31.02%) were visiting the facility rarely (Fig. 6) while 24.33% of respondents visit the summer-house 3-4 times per week. 20.86% of the sample were daily visitors of the summer-house while 16.04% of respondents visited the summer-house once a week. Only 7.75% of respondents used the summer-house 4-6 times a week.

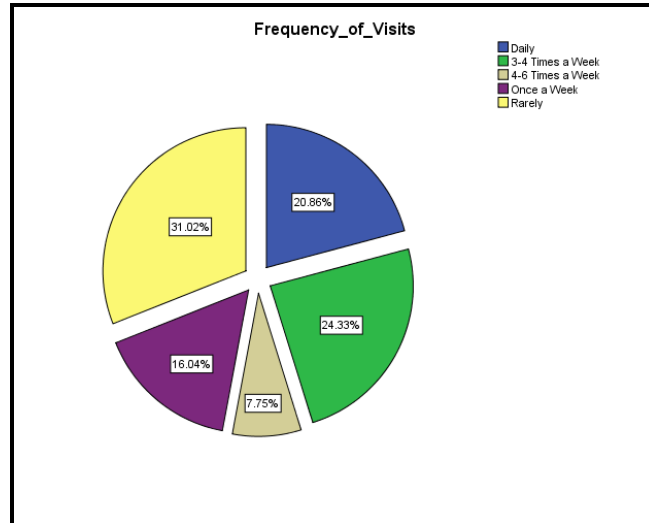


Fig. 6 : Distribution of Respondents by Frequency of Visits
Source: Survey Data, 2014

And the distribution of respondents by duration of staying (Fig. 7) shows that more than half of the sample were using the summer-house during the morning (07 a.m. to 09 a.m.). Only a few respondents (8.61%) were using the summer-house in the evening. 36.41% of the sample used the s summer-house between 12 noon and 02 p.m.

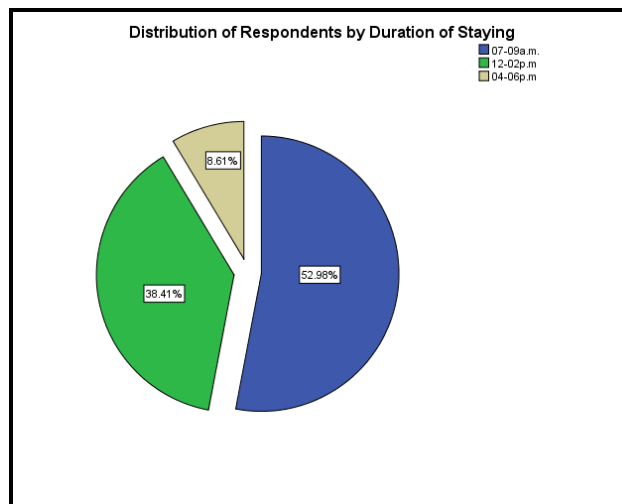


Fig. 7 : Distribution of Respondents by the Duration of Staying
Source: Survey Data, 2014

As per the fig. 8, most of the respondents (267) were using this facility with their friends. The second highest number of respondents (32) were visiting with their lover while 26 and 02 respondents were visiting the summer-house individually and with visitors in sequence. Yet, there were 35 respondents who did not mention their socialization of visit while 16 respondents seemed that stating the socialization of visit was not relevant.

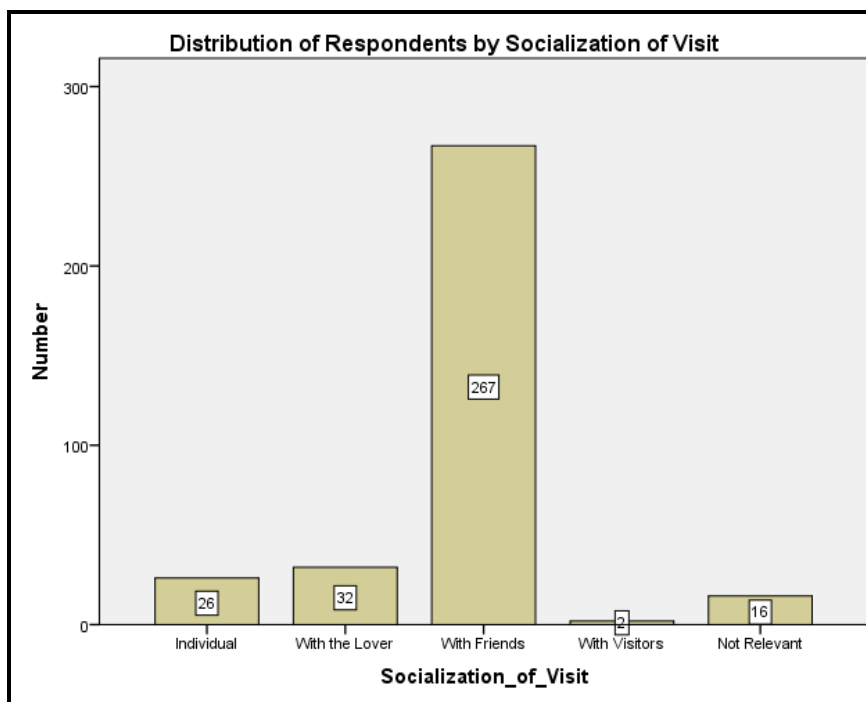


Fig. 8 : Distribution of Respondents by the Socialization of Visit
Source: Survey Data, 2014

Distribution of respondents by day of visiting (Fig. 9) shows that majority of the summer-house users visited the facility in weekdays (i.e. Monday: 75, Tuesday: 52, Wednesday: 61 and Thursday: 26) while others visited the summer-house in Sundays (20) and Saturdays (03).

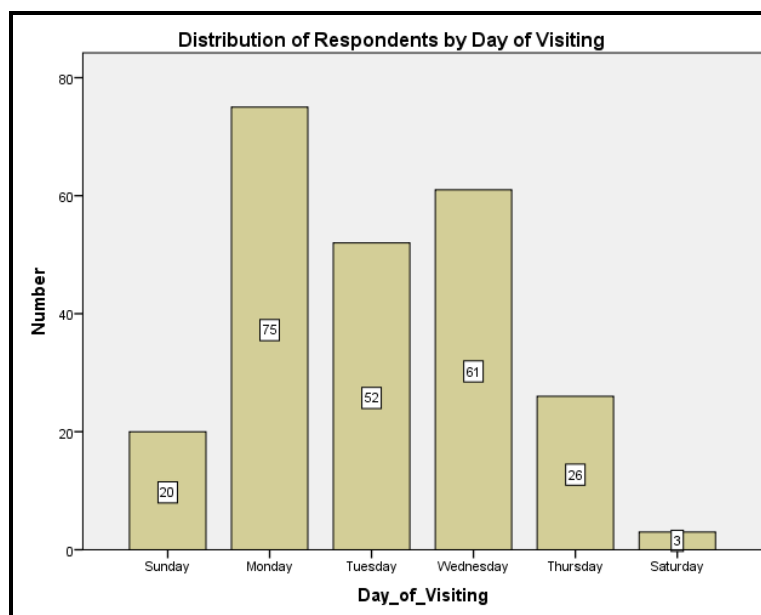


Fig. 9 : Distribution of Respondents by Summer-house
Source: Survey Data, 2014

2) User Satisfaction

User satisfaction towards the summer-house were measured using five dimensions viz. satisfaction on the usefulness of the summer-house, satisfaction on the maintenance of the summer-house, satisfaction on the accessibility of the summer-house, satisfaction on the amenity of the summer-house and satisfaction on the construction of the summer-house.

a) Satisfaction on the usefulness of the summer-house

H₀: The population mean is at least 4, $u > 4$

H₁: The population mean is less than 4, $u \leq 4$

As it was a one-tailed test, the significance level was 0.025 (Khorasani and Zeyun, 2014). There were 99 degrees of freedom as the sample was 378 and a critical value of -1.984. Due to the test was one sided and the acceptable region was in the right tail, the critical value was positive. Hence, the computed t value was 49.450 and it was accepted at the 0.025 significance level as it was higher than the critical value (Table 2).

Table 2: One-tailed Test for Usefulness of the Summer-house

	One-Sample Test					
	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower					Upper	
Usefulness of the Summer Hut	49.450	345	.000	10.558	10.14	10.98

Source: Survey Data, 2014

Therefore, H₀ was accepted. This was because the users of the summer-house were satisfied with the usefulness of the summer-house.

b) Satisfaction on the maintenance of the summer-house

H₀: The population mean is at least 4, $u > 4$

H₁: The population mean is less than 4, $u \leq 4$

As it was a one-tailed test, the significance level was 0.025 (Khorasani and Zeyun, 2014). There were 99 degrees of freedom as the sample was 378. Due to the test was one sided and the rejection region was in the left tail, the critical value was negative (ibid.). Hence, the computed t value was -6.598 and it was rejected at the 0.025 significance level as it was lower than the critical value (Table 3).

Table 3: One-tailed Test for Maintenance of the Summer-house

	One-Sample Test					
	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower					Upper	
Maintenance of the Summer Hut	-6.598	374	.000	-.381	-.49	-.27

Source: Survey Data, 2014

Thus, H₀ was rejected. This was because the users of the summer-house were not satisfied with the maintenance of the summer-house.

c) Satisfaction on the accessibility of the summer-house

H₀: The population mean is at least 4, $u > 4$

H₁: The population mean is less than 4, $u \leq 4$

As it was a one-tailed test, the significance level was 0.025 (Khorasani and Zeyun, 2014). There were 99 degrees of freedom as the sample was 378. Due to the test was one sided and the acceptable region was in the right tail, the critical value was positive. Hence, the computed t value was 32.887 and it was accepted at the 0.025 significance level as it was higher than the critical value (Table 4).

Table 4: One-tailed Test for Accessibility of the Summer-house

	One-Sample Test					
	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower					Upper	
Accessibility of the Summer Hut	32.887	374	.000	3.309	3.11	3.51

Source: Survey Data, 2014

Therefore, H_0 was accepted. This was because the users of the summer-house were satisfied with the accessibility of the summer-house.

d) Satisfaction on the amenity of the summer-house

H_0 : The population mean is at least 4, $\mu > 4$

H_1 : The population mean is less than 4, $\mu \leq 4$

As it was a one-tailed test, the significance level was 0.025 (Khorasani and Zeyun, 2014). There were 99 degrees of freedom as the sample was 378. Due to the test was one sided and the acceptable region was in the right tail, the critical value was positive. Hence, the computed t value was 12.908 and it was accepted at the 0.025 significance level as it was higher than the critical value (Table 5).

Table 5: One-tailed Test for Amenity of the Summer-house
One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Amenity of the Summer Hut	12.908	369	.000	1.086	.92	1.25

Source: Survey Data, 2014

Therefore, H_0 was accepted. This was because the users of the summer-house were satisfied with the amenity of the summer-house.

e) Satisfaction on the construction of the summer-house

H_0 : The population mean is at least 4, $\mu > 4$

H_1 : The population mean is less than 4, $\mu \leq 4$

As it was a one-tailed test, the significance level was 0.025 (Khorasani and Zeyun, 2014). There were 99 degrees of freedom as the sample was 378. Due to the test was one sided and the rejection region was in the left tail, the critical value was negative (ibid.). Hence, the computed t value was -53.563 and it was rejected at the 0.025 significance level as it was lower than the critical value (Table 6).

Table 6: One-tailed Test for Construction of the Summer-house
One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Construction of the Summer Hut	-53.563	375	.000	-2.239	-2.32	-2.16

Source: Survey Data, 2014

Hence, H_0 was rejected. This was because the users of the summer-house were not satisfied with the construction of the summer-house.

V. Discussion and Conclusion

Through this study on users' satisfaction towards summer-house facility in UOK, findings revealed that the respondents of the sample were satisfied with the usefulness, accessibility (road towards, positioning and the entrance gate) the facility and amenity (beauty added to the environment and the colour combination) of the summer-house. Albeit, the respondents were not satisfied with the maintenance and the construction (height of the concrete bench, height of the concrete table, gap between the concrete table and the bench, electricity and the plug-points) of the summer-house. Hence, the University administration should improve their decisions on maintenance and the construction of the summer-house.

In conclusion, the study was worth in completing as it evaluated the success of one of the University administrative decisions. Persuasive and reliable results due to a variety of respondent sample (Khorasani and Zeyun, 2014) implied that summer-house users are satisfied with three dimensions viz. usefulness, accessibility and amenity. Yet, to be satisfied with the maintenance and construction of the summer-house the administration should improve their service and renovate the construction of the summer-house.

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