Factor Analysis of Student's Satisfaction on Academic Courses of Southern Asia Pacific Division Higher Education Institutions

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Abstract

This study aimed to identify factors affecting student satisfaction in the Southern Asia Pacific Division Higher Education Institutions. Understanding these factors could help leaders in educational institutions to better plan their strategies and further research on student satisfaction. A set of questionnaire was developed and distributed to students at two higher education institution (HEI) institutions in Southern Asia Pacific Division Higher Education Institution namely, Asia Pacific International University (AIU) of Thailand and Universitas Advent Indonesia (UNAI) of Indonesia. Exploratory factor analysis was used to identify the underlying dimensions that drive student satisfaction. Factor analysis pertains to analysis on dimensions of academic courses. The results showed that KMO value is 0.590 which is > 0.5; hence, the sample size is adequate for the analysis. On the other hand, the communalities of all the variables are more than .4; therefore, all the variables are useful in the model. The results showed that factors in the analysis of student satisfaction on academic courses at AIU and UNAI are that the courses helped them in: problem solving skills, work as a team member, communication skills, planning ability development, systematic content, and valuable course.

Keyword: *satisfaction, factor analysis, Higher Education Institution*